



Fincons Group and AP to present business transformation project

Press Review

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FINCONS GROUP AND AP TO PRESENT BUSINESS TRANSFORMATION PROJECT

Date: 19/03/2019

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Working with Fincons, AP transformed its business model to build content bundling or unbundling into products, improve product definition, and define specific pricing tools to match different customer needs. The flexible distribution platform also took into account sales opportunity management and order fulfilment.

AP selected Fincons Group for this project because of its proven track-record in the Media and Entertainment industry, which was fully established in the European market, where they have delivered various high-profile innovative projects over the years. Fincons Group is exporting this expertise to the US market, where they have opened two new locations also enabling them to fully immerse its teams in AP's business.

Fincons' support consists in the development of a Cloud component (i.e. Amazon) based engine that enables AP's sales teams to configure new custom products and prices in a user-friendly and automatic way. Now, just a year from the start of the project, the platform is ready for its pilot.

Francesco Moretti, Deputy CEO Fincons Group and CEO Fincons.US, comments: "Our work with AP is particularly rewarding as we have been able to support the business from the very initial stages of scoping out a business transformation itinerary, right through to delivering innovative technology and a tailor-made content distribution platform to respond to the needs of their new business model. We are continuing to work in synergy proposing new solutions from the wider international technology arena while remaining close to their specific customisation requirements. We hope to continue delivering best-of-breed solutions to AP as well as the US market as we continue to cement our position in this highly competitive market."

Gianluca D'Aniello, Chief Technology Officer and Senior Vice President at The Associated Press, says: "AP's mission is a very bold one: to inform the world. Fincons immediately tuned in to our values, the way we approach projects and transformation, and our mission. The Fincons teams that worked with us were not just very experienced but shared our same drive. Our relationship immediately started out as a collaboration and not a client-developer interaction, with Fincons Group CEO Michele Moretti and Francesco Moretti taking a personal interest in the project. As we begin to reap the rewards of our first project together, we are already exploring new areas to work on."

Find out more in D'Aniello's video interview [here](#) or meet us at booth SU9024CM at NAB Show 2019 in Las Vegas.

finconsgroup.com

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20/03/2019

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[finconsgroup.com](https://www.finconsgroup.com)

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Fincons Group supports Associated Press with IT transformation project

25 March 2019 | Consulting.us

IT consultancy Fincons has helped global news network The Associated Press (AP) develop a new content unbundling distribution platform. The project will be showcased at the media, entertainment, and technology-focused NAB Show 2019 in Las Vegas in April.

Founded in 1983, Italy-based Fincons delivers a range of services and solutions in strategy, digital, technology, and operations to a variety of industries, with a particularly strong client base in the media sector. The bulk of Fincons' operations are based out of Europe, with five offices in Italy, four in Switzerland, and one in the UK. The 1,400-employee firm recently launched locations in New York and Los Angeles, in a bid to tap into America's strong demand for business technology services.

Fincons leveraged its fresh stateside presence to support the AP with a new content distribution platform. The consultancy helped the media giant build content bundling and unbundling into its products, while improving product definition and defining specific pricing tools to match unique customer needs.



Fincons centrally developed an Amazon Web Services-based engine that allows AP sales teams to automatically and intuitively configure custom products and pricing. A year from the project's genesis, the platform is ready to be piloted. Those at the National Association of Broadcasters Show in Las Vegas next month will get to see the platform in action.

"Our work with AP is particularly rewarding as we have been able to support the business from the very initial stages of scoping out a business transformation itinerary, right through to delivering innovative technology and a tailor-made content distribution platform to respond to the needs of their new business model," Francesco Moretti, deputy CEO Fincons Group and CEO Fincons US, said.

AP chief technology officer Gianluca D'Aniello was impressed by the consultancy's work on the IT project. "Fincons immediately tuned in to our values, the way we approach projects and transformation, and our mission," he said. "The Fincons teams that worked with us were not just very experienced but shared our same drive."

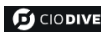
"Our relationship immediately started out as a collaboration and not a client-developer interaction, with Fincons Group CEO Michele Moretti and Francesco Moretti taking a personal interest in the project," he noted.

AP is currently looking for other areas to leverage Fincons' expertise in digital transformation, with the consultancy likewise eager to continue its collaboration with the New York-based not-for-profit news agency.

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Fincons Group and AP to present Business Transformation project

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For more information, visit www.finconsgroup.com

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The Associated Press is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the most trusted source of independent news and information. On any given day, more than half the world's population sees news from AP. On the web: www.ap.org.

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27th-Mar-2019 | 11 |

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