

Tribune

Tribune Gains Enhanced Visibility with Borland® StarTeam®

FAST FACTS

Company

Tribune is one of the country's top media companies, operating businesses in broadcasting and publishing

Industry

Media

Geography

U.S.

Challenges

- Maintain credibility with its constituents
- Gain a consistent view of projects
- Save time

Solution

- Borland StarTeam

Results

- 25%-50% time savings
- Improved visibility
- Faster project resolution

TRIBUNE

Tribune is one of the country's top media companies, operating businesses in broadcasting and publishing. It reaches more than 80% of U.S. households and is the only media organization with television stations, newspapers, and Web sites in the nation's top three markets. In publishing, Tribune operates 14 leading daily newspapers, including the Los Angeles Times, Chicago Tribune, New York Newsday and Spanish-language Hoy, plus a wide range of targeted publications. The company's broadcasting group operates 26 television stations, Superstation WGN on national cable, Chicago's WGN-AM, and the Chicago Cubs baseball team. Popular news and information Web sites complement Tribune's print and broadcast properties and extend the company's nationwide audience.

CHALLENGES

In order to gain and maintain the public's trust, media companies must reliably provide accurate and timely information. With more individuals accessing their information on the Internet, Tribune Interactive, which manages the company's Web presence, knew it needed a system to manage its software project delivery. Tribune Interactive sought a solution that would help its team:

Maintain credibility with its constituents

Tribune Interactive is responsible for the ongoing updating and maintenance of all of the media company's newspaper and television Web sites around the country. If an issue with one of the properties were to take extra time for developers to fix because they lacked centralized processes and systems, the team thought its credibility—with the public and its producers around the country—would suffer.

Gain a consistent view of projects

With individual developers maintaining their own versions of code and their own processes for updating the team, management had to rely on individual perceptions of when specific tasks or projects would be completed. Without a reliable system tracking requirements to task completion, management had limited visibility into project status. Additionally, team members and management were not confident that everybody knew where everything was in the development process.

Save time

Tribune Interactive believed that its developers were wasting time and effort searching for items that existed on individual desktops. Without standardized processes and a repository where everyone on the team could easily find information, the development organization also found that maintaining version control was an issue.

SOLUTION

Tribune Interactive deployed Borland® StarTeam® to replace its manual processes for change management and version control with an automated system that improves management visibility and saves developers time.

Software Delivery Optimization: The transformation of software development to an accelerated yet disciplined approach that aligns teams, technology, and process to maximize the business value of software.

A robust platform for coordinating and managing the entire software delivery process, StarTeam promoted team communication and collaboration at Tribune Interactive through centralized control of all project assets. In the comprehensive StarTeam system, the company integrated its requirements management, change management, defect tracking, file versioning, threaded discussions, and project and task management.

Today, requirements are checked into StarTeam once they are reviewed and approved by the business and technical owners. Once in StarTeam, they become the definitive starting point, and as projects progress, all changes are recorded in the system. Tribune Interactive chose StarTeam because it was user-friendly and efficient, enabling its technical team members to record project information and its less technical Web site producers to record project change requests in a single system. In addition, StarTeam provided advanced version control capabilities that saved developers time.

“With a few clicks on the keyboard, StarTeam now gives our team members the ability to see where something is at any point in the project,” says Scott Boudreau, quality assurance manager for the Quality Assurance Group at Tribune Interactive. “Before StarTeam, developers had to get up, find the person responsible for that piece of the project, and ask him or her where it was, so it is saving them time and effort when it comes to finding the most recent piece of code or a configuration layout, for example.”

By consolidating all of the information in a central repository, StarTeam provides Tribune Interactive management more control and visibility into project deliverables, which has improved predictability. “It has definitely closed the gap between development perception and reality,” Boudreau says. “We now have a system that serves as our change management application, as well as a place to house all of our key documents.”

RESULTS

The automated system built around Borland products is saving Tribune Interactive time and money.

25%-50% time savings

When issues do occur, Tribune Interactive developers are quickly able to respond and make changes because all of the information is at their fingers. Says Boudreau: “At a minimum, StarTeam saves our technical team members 25%, if not 50%, of time previously spent searching for information.”

Improved visibility

By replacing manual workarounds with the automated system, everyone on the Tribune Interactive development team now has access to up-to-date project information. According to Boudreau, “Upper management had to be much more involved before there was a system in place. Now, StarTeam provides all of us with enhanced visibility.”

Faster project resolution

On a weekly basis, Boudreau uses StarTeam to check the schedules of all of the projects that he knows should be at a certain point. “I can easily see and raise red flags on a much more frequent basis,” he says. “As a result, any problems usually can be rectified faster.”

Borland is the leading vendor of Open Application Lifecycle Management (ALM) solutions - open to customers' processes, tools and platforms - providing the flexibility to manage, measure and improve the software delivery process.