



## **Centaur Media responds to changing digital media landscape with Unit4 cloud ERP**

### **New digital IT strategy supports change in global media business model**

Bristol, UK, 8<sup>th</sup> April 2015 – Unit4, a fast growing leader in enterprise applications for service organisations, today announced that Centaur Media Plc has selected its world class cloud ERP solution. Working with experienced Unit4 partner Williams Woodward, Centaur Media will deploy Unit4 Business World across the group’s operations to 240 finance and non-finance users via the cloud from Unit4’s UK data-centre, based in the Next Generation Data co-location facility in Newport, Wales.

Centaur Media is a leading UK-based multi-platform content group. Like many organisations in the sector it has faced considerable changes in the way people choose to access and consume content. The move to cloud-based ERP and working with Williams Woodward to scope and implement the project are integral steps in delivering a new infrastructure, which creates an agile, sustainable platform for future growth.

“We are responding to the changing media marketplace to deliver content in the formats that our audiences want to consume it. New technology plays a vital role in helping organisations like ours adapt to these changing requirements and emphasises the limitations of our previous solution,” said Mark Kerswell, Group Finance Director of Centaur Media Plc. “The media industry is a great example of one that is reinventing itself quickly to meet consumer demand for content, regardless of format. To be successful both now and in the future, we are evolving our technology infrastructure to support our strategy.”

The delivery of a new digital ERP platform enables all of Centaur Media’s financial data to be consolidated seamlessly in one place, making data analysis and reporting simple, accurate and timely. At the same time, the finance team can ensure discipline and best practice across core processes, while providing ease of use to non-finance users.

Unit4’s long-standing expertise in cloud deployment and its status as an accredited and certified cloud provider were important credentials for Centaur Media. “We undertook significant due diligence when we evaluated Unit4 as a cloud solution provider and are confident that any concerns regarding security and data access have been addressed,” said Mark. “In deploying Unit4 Business World in the cloud we are

freed of any administrative and technical burden associated with owning and managing the system. This allows our finance and IT teams to focus on the service we deliver internally and our commercial teams to focus on offering compelling content that meets the changing demands of our consumers.”

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## **About Unit4**

Unit4 is a leading provider of enterprise applications empowering people in service organisations. With annual revenue north of 500M Euro and more than 4000 employees world-wide, Unit4 delivers ERP, industry-focused and best-in-class applications. Thousands of organisations from sectors including professional services, education, public services, not-for-profit, real estate, wholesale, and financial services benefit from Unit4 solutions. Unit4 is in business for people.

For more information please visit the website at <http://www.unit4.com/about/our-company>, follow us on Twitter [@Unit4global](#), on our [Google+ page](#) or visit our [LinkedIn page](#)

## **About Centaur Media**

Centaur Media ([www.centaur.co.uk](http://www.centaur.co.uk)) is an award winning UK-based multi-platform content group that inspires and enables people to excel at what they do, setting the standard for market insight, interaction and impact. Centaur Media is listed on the London stock exchange.

Centaur Media's leading brands include: Econsultancy, Marketing Week, Festival of Marketing, Creative Review, Celebrity Intelligence, Fashion Monitor, Money Marketing, Platforum, The Lawyer, VBR, Employee Benefits, The Engineer, Subcon, Homebuilding & Renovating, Business Travel Show and The Meetings Show.