



Nielsen Media Research

Nielsen Media

Nielsen Media Research (NMR), headquartered in New York City, and active in more than 40 countries, measures audiences for media such as television, radio and newspapers. NMR is best known for the Nielsen Ratings, the premier measurement of television viewership.

In the United States, Nielsen Media Research provides television audience estimates for broadcast and cable networks, television stations, national syndicators, regional cable television systems, satellite providers, advertisers and advertising agencies. With a technologically networked system, where speed and accuracy of results are essential, the transition, into Web services made sense.

Challenge

Speed-to-market is a critical element leading to the success of NMR. The company relies on their technology solutions to produce and deliver their product in a timely fashion.

One of many divisions of NMR, the Local Products division produces more than 2 million reports a year—across several hundred applications. At any given time, they may be asked to rerun one or more reports from the past 10-15 years worth of viewer data, on demand to analyze demographics.

Web services applications had already been in place for six months. The IT department had every intention of growing the number of services applications. However, before the number of Web services grew too abundantly, they knew they needed a system to manage these services. They needed one central system of record—where applications can be used and modified without a lot of rework or wasted resources all information relating to services is stored and referenced, making service governance and lifecycle management feasible.

“It was very difficult for us to expose business functional components to share and integrate across the different applications we were building.”

—Rick Romo, Senior IT Manager, Nielsen Media Research

Technology

The architects within the Local Products division teamed up to take on the research, and ultimately recommend the best system for not only their division, but also for the entire enterprise.

Very quickly, it became apparent that they needed to leverage a Service-Oriented Architecture (SOA). A SOA offers standardization and reuse of existing IT assets for meaningful productivity gains. A business registry is the foundation of any SOA deployment. Without associating metadata with business services, there is no practical way to identify and reuse business processes. The business service registry brings a level of visibility and control necessary to realize these benefits.

The team met to discuss the technical requirements, and gave careful consideration to several technology alternatives.

Technical Requirements

NMR needed a solution that included:

Registration & Management—for discovering, capturing usage information, and managing Web services, that was easy to install and use;

Standards-Based Compliance—with flexible implementation of Universal Description, Discovery and Integration (UDDI) that adhered closely to the UDDI V3 standard, and therefore the future;

Architecture Compatibility—for the support of existing operating systems and platforms to ease in the installation and overall costs; **Life Cycle Management**—to concurrently manage and track multiple versions of the same Web service.

Vendor Reliability—a vendor with a proven track record and momentum in the market.

Simplicity and Scalability
The customer had many thousands of customers, and often experienced “demand peaks” for providing research data on deadline. The application needed to be scalable to support anticipated demand, but also simple to use and administer to support a diverse customer base.

Responsiveness to customer
A key metric for the business was the ability to provide research data on deadline to customers satisfaction. This translated to a solution that was easily adapted and changed, provided ‘on-demand’ visibility and access to services, and could conform to existing business processes for generating data and reports.



Solution

After careful consideration, the Local Products division architects made their recommendation. Unanimously, the NMR enterprise architects chose Systinet registry and the UDDI standard because it captures detailed SOA service description and usage information into a centrally managed, reliable, searchable business services registry. Systinet Governance Interoperability Framework (GIF) partner, AmberPoint, was also selected to work together with Systinet to provide an out-of-the-box Web services registration and management solution.

“The Systinet Registry allows us to easily discover our services, so we can rapidly reuse functional pieces of code. With one central schema for our business logic,

we can propagate changes without having to modify each application.”

“This will have a profound impact on our ROI!”

**—Rick Romo, Senior IT Manager,
Nielsen Media Research**

The Systinet Registry also provides NMR with a faster and easier way to establish control of an SOA. The registry supports the entire business services lifecycle of an SOA, including compliance and approval-tracking processes to ensure the integrity of service governance and policies.

Why Systinet?

The NMR architects were most impressed by the standards-based Systinet Registry, which fully supports all versions of UDDI, has platform independence, and life cycle management. The momentum Systinet has in the market was also appealing, as was their ease-of-use and out-of-the-box integration with management companies like AmberPoint.

Systinet and the Systinet Governance Interoperability Framework (GIF) partner, AmberPoint, jointly developed and sell an integrated suite of essential SOA software solutions. The SOA Starter Pack provides the critical registry and management capabilities for existing and new service-oriented applications, and includes: AmberPoint Management Foundation and the Systinet Registry, as well as support services and onsite training. Sold with one contract by either company, the bundle is the first of its kind in the SOA software market, and will result in faster time-to-ROI for initial SOA projects. The benefits include:

Best Practices—Forms the cornerstone of best practices around successful use of SOA and Web services;

Speed-To-Use—Cost-effective means of quickly gaining proficiency with standards-based registry and management technologies;

Return On Investment—Faster time-to-ROI for initial SOA projects

Services Reuse—Facilitates reuse of services; **Process Management**—Provides for orderly roll-out and evolution of services over time.

Results

With the Systinet Registry, NMR can locate and share interoperable building blocks for constructing applications. The company markets its television and radio audience research data measurement to local broadcasters, cable providers, as well as ad agencies looking to buy and sell on-air advertising and make programming decisions. The Systinet Registry offers

visibility into existing Web services to facilitate sharing and integration across more than 20 custom research applications. Now, developers looking to create new business services can look in the repository to discover other services and reuse components to speed time-to-market.

Deployment Summary

Only part-way through the deployment, the projected approach to an enterprise deployment is as follows:

Pilot Program—The Local Products division will run a pilot installation. They will test the system and learn the features and functions that work best for the enterprise;

Hosting & Testing—The Local Products division will expand its testing by hosting a registry accessible from other divisions. This will help them understand scalability and customizability;

Training—Roll up what’s been learned earlier into a training program to disseminate to the IT teams in other divisions;

Rollout—Take the solution to an enterprise-wide SOA solution.

Main Benefits

Anticipated benefits include:

Speed-To-Market—With application flexibility and agility, faster and more accurate information gathering will be realized, leading to an increased speed-to-market;

Application Visibility—New applications are easy to create when simply modifying an existing one. Visibility of services across the enterprise, and reuse will now be easy and become standard practice;

Cost Effective Integration—Regardless of platform, applications will no longer be held exclusively to their stove-pipe technologies. They will be easily integrated into the system and accessible from anywhere within NMR.

“Systinet’s Support and Professional Services Teams are both well equipped and sought after for their expertise in the industry. The Systinet team was able to quickly add the Sybase database as part of their toolset for us. That made us extremely happy.”

**—Rick Romo, Senior IT Manager,
Nielsen Media Research**