

# ELIMINATING EDITORIAL INEFFICIENCIES AND ENHANCING COLLABORATION FOR LARGE EDITORIAL TEAMS



U.S. News and World Report is a multi-platform publisher of news analysis, research, and rankings with a focus on health, money, education, public policy, local & global community, cars, and travel. Since 1933, the U.S. News Media Group has provided objective and informative reporting, earning them a reputation as a leading provider of service news and information.

## CHALLENGE

In 2014, as U.S. News and World Report grew its digital presence and business flourished, the organization realized its legacy CMS had become a hindrance to its scalability and innovation. Editors and journalists found themselves wasting time creating complicated workarounds for an outdated platform, which ultimately delayed publishing timelines.

To cut down on editorial inefficiencies, U.S. News sought a modern solution that could consolidate all publishing operations and streamline the editorial process with customizable workflows, a built-in digital asset manager, and intuitive content syndication tools. The organization also needed a solution that could integrate seamlessly with their current homegrown CMS—which housed their flagship website and famous rankings reports—to prevent the loss of traffic or revenue during the transition.

## SOLUTION






Brightspot's next-gen CMS platform has empowered U.S. News and World Report with the ability to:

- **Unify nearly all publishing operations within one CMS**, with a single authoring point and a common codebase.
- **Integrate the new platform seamlessly** into the organization's existing tech stack with minimal business interruption.
- **Maximize editorial efficiency with customizable workflows**, tailored notifications, rich text editing, live preview, and a built-in digital asset manager.
- **Manage taxonomy for consistent tagging** making it easy to find and manage all digital assets within a single, easy-to-use interface.

*"It's been four years since the initial implementation and our editorial staff continues to be very happy with the CMS. U.S. News anticipates using Brightspot for many years to come."*

**YINGJIE SHU, SENIOR VICE  
PRESIDENT OF TECHNOLOGY, U.S.  
NEWS AND WORLD REPORT**

## KEY SITE FEATURES

-  Digital Asset Management
-  Flexible Editorial Workflows
-  Live preview
-  Real-time publishing
-  Content Syndication

- **Streamline content syndication and increase revenue** by making it easy to search, package, and syndicate content both internally and externally.
- **Optimize the site for mobile**, ensuring a consistent digital experience no matter the device.

## IMPACT

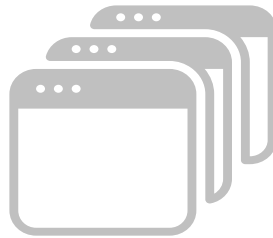
In just 5 months from Proof of Concept to launch, Brightspot provided U.S. News with exactly what it needed: taxonomy management, flexible workflows and notifications, syndication tools, and much more.



**OVER 180K**  
ARTICLES MIGRATED TO  
BRIGHTSPOT



**45,000**  
**IMAGES**  
MANAGED IN BRIGHTSPOT



**120M**  
PAGE VIEWS PER MONTH



**250** INTERNAL USERS AND  
**150** EXTERNAL CONTRIBUTORS

**BRIGHTSPOT** | **PERFECTSENSE**  
EMPOWERING DIGITAL POSSIBILITIES