

Founded in
1907

One of Europe's
leading publishers

Group consists of more than 50
subsidiary and affiliated companies

CHALLENGES

- Eliminate finger-pointing and provide objective view of site performance and underlying issues.
- Ensure an optimal online experience in support of its digital strategy.

SOLUTION

- The Quanta platform monitors website performance and proactively reports on issues.
- Quanta works with Mondadori to resolve performance issues.

BENEFITS

- A comprehensive view of the web performance.
- Ability to pinpoint the exact cause of performance issues.
- Better cooperation among digital teams and service providers with no more finger-pointing.
- Faster resolution of performance issues.

Mondadori Enhances Its Digital Strategy with Quanta

Leading European publisher improves collaboration across its ecommerce teams and ensures an optimal online experience

Founded in 1907, Mondadori is one of Europe's leading publishers. The group consists of more than 50 subsidiaries and associated companies, and is constantly in search of innovation and excellence in the book, magazine and retail sectors.

In Search of a Seamless Online Experience

Ensuring a seamless online experience is central to Mondadori's digital strategy. Julie Fabre, Ecommerce Director at Mondadori Magazines France, is responsible for the smooth running of the group's ecommerce website. Tired of slow page loading causing friction in the customer journey and negatively impacting SEO, she turned to her in-house development team and service providers for answers. As is often the case, each team claimed the other team was responsible.

"We were unable to pinpoint exactly what was slowing down the website. Each team was pointing the finger at the other, we had no objective way of knowing who or what was responsible. Most frustratingly, we had no way of resolving the problem," said Julie.

Getting to the Root Cause of Performance Issues

Stuck with a slow website and no way of improving it, Mondadori followed its hosting provider Oxalide's recommendation and called on Quanta to get to the root of its performance issues. The platform constantly monitors Mondadori's website speed in real-time and identifies the specific causes of poor performance. The platform provides performance figures and visualizations that are clear enough to be understood by non-technical users with complete autonomy. The tool uses a simple color code to classify the performance of each page so Julie and her teams can get an overview of performance at a glance.

A Single Point of Truth for Website Performance

Quanta provides a single and objective point of truth for website performance so no more time and energy is lost trying to figure out who or what is responsible for bottlenecks. Julie can immediately contact the right teams responsible for resolving each issue. Beyond identifying the causes of sub par performance, Quanta and its partner Oxalide advise Mondadori's teams on what they should do to achieve and maintain an optimal loading speed. Mondadori has also set up customizable performance alerts. In the event of an operational issue, Julie is immediately notified so that no time is lost in resolution.

“Thanks to our ongoing collaboration between Quanta, Oxalide and our different teams, we are now enjoying consistent optimal performance. Quanta provides us with granular detail to identify the causes of slow loading. This is really practical, because everybody knows automatically their priorities to work together toward optimized web performance. The team behind the Quanta platform is a pleasure to work with and always on hand to support us when we need it.”

Julie Fabre — Ecommerce Director at Mondadori Magazines France

Ensuring an Optimal Customer Experience

Quanta has enabled Mondadori to rapidly take back control of its website’s performance. The platform eliminates finger pointing between teams. The team can identify and remedy performance issues in record time. Slow page loading no longer interrupts the customer journey. The company is serene with the knowledge that its website is fast and reliable.

