



Synapse Group, Inc.  
Stamford, CT  
www.synapsegroupinc.com

#### Industry:

Professional Services

#### Annual Revenue:

US\$360 million

#### Employees:

300

#### Oracle Products & Services:

Oracle WebLogic Server  
Oracle WebCenter Suite  
Oracle Service Bus  
Oracle Tuxedo  
Oracle Database

**“Oracle is a thought leader in the SOA space. We’ve received lots of great insight from our conversations with Oracle, which helped us to avoid some of the common pitfalls of large-sale SOA implementations.”**

– Paul Citarella, Director of Enterprise Architecture, Synapse Group, Inc.

### Synapse Group, Inc. Improves Online Self-Service with a Service-Oriented Architecture

Synapse Group, Inc. is a leading provider of customer management and acquisition services to magazine publishers. It markets subscriptions through direct mail, credit card bill inserts, relationships with catalog marketers, and the internet. The company typically sells subscriptions by credit card then bills renewals automatically. Synapse also markets subscriptions through frequent flier programs, allowing customers to redeem their miles for magazines.

#### Challenges

- Maintain steady growth in a rapidly changing marketplace
- Provide a Web-based customer self-service portal based on service-oriented architecture (SOA) technology to ensure data and service consistency across all customer service channels

#### Solution

- Deployed a Web-based customer self-service portal as a pilot for the company’s SOA initiatives, ensuring service consistency across all channels
- Implemented Oracle Service Bus as the core of the company’s SOA infrastructure, providing location transparency and mediation between service consumers and service providers
- Implemented Oracle WebLogic Server to support more than 1,000 service calls per day and more than ten million active subscribers
- Provided customers with another convenient channel for customer support, while reducing the need for costly live agents
- Delivered a richer platform for customer retention efforts via the company’s Web presence—providing additional online purchasing options to customers
- Allowed Synapse Group to leverage functionality developed for online self-service across other service channels—improving efficiency and enhancing customer relationships