



**Case Study.**  
**Bauer Radio.**

**It is clear from working with Ampersand that they know Magento inside and out and have approached our project with professionalism and vigor. Ampersand offer a refreshing and honest approach to development and we look forward to a continued working relationship.**

*Aaron Cornish*

*Team Leader, Commercial Web Team*

*Bauer Radio*

# Bauer Radio.



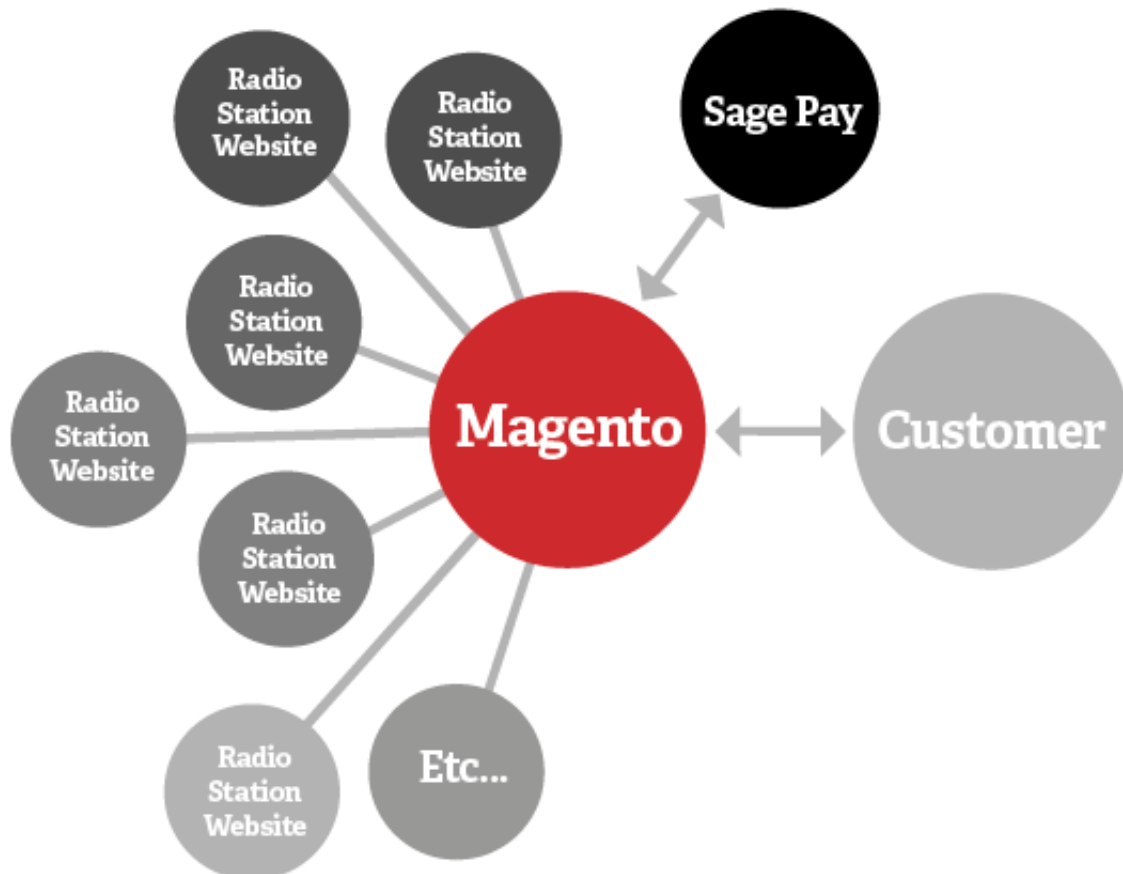
Client since 2010  
bauermedia.co.uk

Bauer Radio is the UK-based division of Bauer Media Group, Europe's largest privately owned publishing group. The Group is a worldwide media empire offering over 300 magazines in 15 countries, as well as online, TV and radio stations. Bauer Radio manage radio stations across the UK and Scotland.

When Bauer Radio's commercial web team approached us in July of 2010, management of their 20+ radio station websites was a difficult and time consuming task. The team enlisted our expertise to develop a solution that could manage multiple websites, ticket sales and reporting from one interface. Using the Magento Community Edition, Ampersand developed a solution that allowed for simple management of all stations.

Our solution utilises a single login with access to overall reporting pictures, making it possible for the web team to manage all of their separate brands with speed and efficiency. To speed up and simplify the creation of new station websites, we enabled all websites to share the same code-base, allowing every new site to possess all features in a single deployment. Post development, Ampersand provided the Bauer Radio commercial web team with training for how to manage the new solution in-house.

Our relationship with Bauer Radio continues to grow and we continue to develop for different aspects of their ecommerce business including their newest local deals venture, Key103 Deals.





*Say  
hello*

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