



INDUSTRY
Media

Enabling better decision-making

BUSINESS BENEFITS

- Data- driven performance management with ability to drill to specific areas
- Consolidated view regardless of the source system
- Improved timeliness and reliability

L&T Infotech developed a Programming Analytics System for a leading media company. The program provided a consolidated view of data across different Line of Business.

THE CLIENT

Our client is a leading media company based in USA.

THE CHALLENGE

Data for decision making was spread across multiple data sources, both internal and external. This included MS-Office tools such as MS-Excel. This was a very large volume of data (1 TB of historical data and about 20 MB per month of incremental data).

The manual consolidation of data from different sources meant delays and suspect accuracy. Limited or no analysis could be performed. Given the competitive market, there was a pressing need for the client to gain greater insight into individual asset performance.

THE SOLUTION

We developed an ODS to hold current data and designed and implemented subject-specific data marts to build dashboards / queries. An Intranet portal was created to integrate financial and non-financial data.

The data from all Lines of Business applications is loaded into the ODS and data marts. We implemented direct dimensions to avoid snow-flaking. We also provided for indefinite hierarchy levels through



bridge tables. Two different dimensions are used for representing time at different granularities.

Users at the client's end were trained in effective usage of the analytical interface.

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