

INDUSTRY

## Media & Entertainment

## Affiliate Analytics Dashboard for a leading media & entertainment conglomerate

### THE BENEFITS

- 83% cost savings achieved due to offshore involvement
- Reduction in time and effort undertaken for manual data regrouping and data integration
- Expedited decision making due to shift from old reporting landscape to graphical analytic reports

L&T Infotech helps a leading media and entertainment conglomerate cut costs, and enhance its decision-making and forecasting process within the Affiliate Department

### THE CLIENT

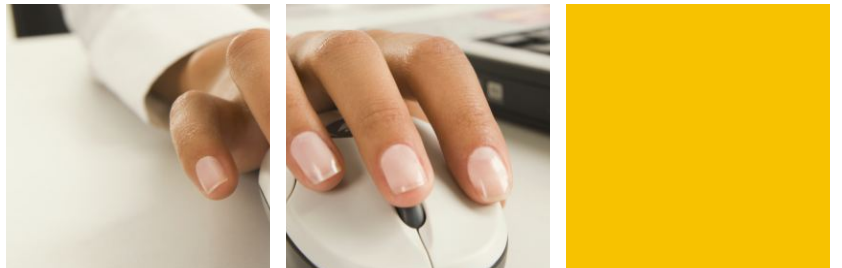
The client is a leading media and entertainment conglomerate, based in the U.S.

### THE CHALLENGE

- To assist in decision-making processes and forecasting, including Top N Multiple System Operators (MSO), MSO ranking and MSO categorization
- Create a data integration solution for planning data, journal entries data from Affiliate Corporate Performance Management System (CPM) system and actual data from Affiliate OLTP systems
- To provide an enhanced and transparent reporting environment for the Data Warehouse reporting framework, inclusive of powerful analytical and graphical reporting capabilities
- Facilitate the analysis and comparison of current versus prior revenues, inclusive of estimates, budgets, year-to-date, quarter-to-date
- To speed up ad-hoc reporting turnaround time and thereby expedite affiliate revenue analysis
- To develop a reporting landscape that caters to multiple currencies

### THE SOLUTION

- Synthesized planning data from Affiliate CPM and actual data from Affiliate OLTP systems
- Classified reports into three unique segments: Dashboard, Analytical and Managerial



- Key subject areas included channel, brand, service, network, segment, MSO, technology, owner
- Key metrics comprised of service revenues, subscriber count, monthly subscription rate, MSO ranking
- Multi-currency reporting

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Email: [info@Lntinfotech.com](mailto:info@Lntinfotech.com)

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