



INDUSTRY

Media & Entertainment

Business Analytics
engagement with a leading
media conglomerate

THE BENEFITS

- 40% cost reduction
- High value-added offshore BI project implementation
- Significant reduction in reporting turnaround time
- Integration of data from multiple data sources
- Reduced ETL turnaround / reporting refresh time
- Proactive user notification mechanisms
- Actual vs. Planning vs. Estimate vs. Budget Reporting

L&T Infotech worked with a leading global entertainment content company to gain greater insight into usage and financial performance of individual programming assets.

THE CLIENT

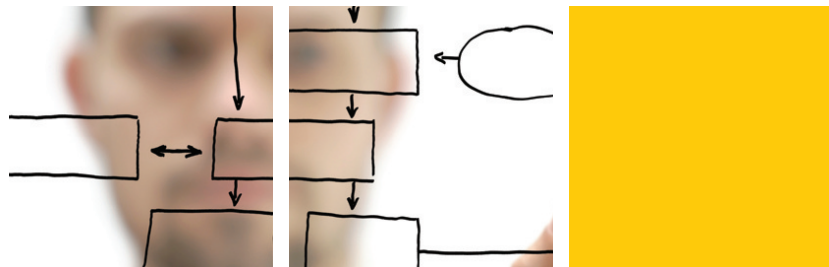
A leading global entertainment content company with services across television, motion pictures and a wide range of digital media.

THE CHALLENGE

- Greater insight into usage and financial performance of individual programming assets
- Strategic decision support framework for identifying and redefining programming asset write-off
- Data Warehouse reporting framework and a better reporting environment inclusive of powerful analytical and graphical reporting capabilities
- Trend analysis and comparison of current versus prior revenues
- Implementation of planning and budgeting tool for non-US locations to cater to around 200+ users
- Financial data consolidation from all US and non-US locations at NY HQ with one central database

THE SOLUTION

- Intranet-enabled portal providing static/dynamic reports catering to users at various levels within client's network
- On-the-fly analysis of revenues and expenses metrics
- Integration of performance and financial data from diverse data sources
- Automation of BU hierarchies including location, brand, department, genre, legal entity rollups
- Integration of actuals from Slink System and revenue to Corporate Khalix instances for efficient reporting at HQ



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