



INDUSTRY

## Media & Entertainment

### Enabling better decision making

#### THE BENEFITS

- Data-driven performance management with an 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 lines of business.

#### THE CLIENT

Our client is a leading media company based in the USA

#### THE CHALLENGE

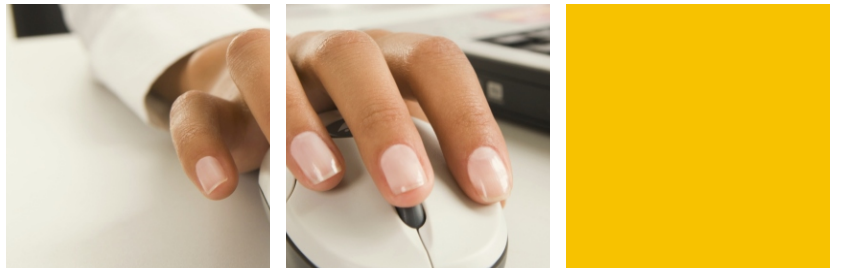
Data for decision making was spread across multiple data sources, both internal and external and which included MS-Office tools such as MS-Excel. With large volumes of data (1 TB of historical data and about 20 MB per month of incremental data) generated, it was difficult for the client to capture relevant information for decision making.

Furthermore, the manual consolidation of data from different sources lead to delays and a greater inclination for inaccuracy resulting in a very limited scope for analysis. Given the competitive market scenario, it was imperative for the client to gain greater insight into individual asset performance.

#### THE SOLUTION

L&T Infotech 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 was loaded into the ODS and data marts. Direct dimensions were implemented to avoid snow-flaking. Indefinite hierarchy levels were provided for through



bridge tables. Two different dimensions were used to represent time at different granularities .

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

---

L&T Infotech is a 100% subsidiary of the US\$ 9.8 billion, technology-driven engineering and construction major, Larsen & Toubro. We offer comprehensive, end-to-end software solutions and services to leading companies across the globe. We provide the winning edge to our clients by leveraging our Business-to-IT Connect and Deeply Committed People.

---

Follow L&T Infotech on:



For further information visit [www.Lntinfotech.com](http://www.Lntinfotech.com)

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

© L&T Infotech 2011