

Enabling quicker, more accurate business decisions through a smart decision making solution



Industry

Broadcast Media

Overview

In today's dynamically changing world, every business entity needs to understand behavioural patterns of its customers and the market trends. Efficient Business Intelligence & Data Visualization systems can help organizations achieve it. Smart use of data assets also ensures unassailable competitive advantage to the organizations.

Data Visualization Solution for a leading Broadcast Media Organization



Client

Asia's premier TV Search & EPG company working with major TV Networks and Operators [DTH, Cable, IPTV and Mobile] in India and the Middle East. The organization enables TV content search, discovery and guidance across varied platforms and technologies.

- Manual collation of reports generated by BI systems like Pentaho, Crystal Reports and SSRS delayed the generation of unified reports
- Inefficiency and Usage restriction due to use of multiple devices for viewing reports
- No support for ad hoc reporting
- Extensive time taken for report generation
- Lack of in-depth Analysis

Business needs

- A unified system to boost business performance
- A data repository that provides analytical reports and a flexible & multi-view data visualization
- A user friendly reporting tool with a rich user interface that could increase the user adoption and hence the overall productivity
- Faster report generation

Challenges

- Accessing and collating data from disparate customer databases

Datamatics' Solution

Datamatics devised an efficient BIDW solution with a central repository which could integrate data from multiple sources. This enhanced the quality and consistency of data by providing standard codes and descriptions. The most unique feature of the solution was that it could accurately analyze and fill data gaps.

This data warehouse could not only store historical data but also current data and this could be used for generating quick reports. Datamatics developed a framework on MAIA's HPC to generate smart reports. The solution provided excellent data visualization features that empowered the client with options to generate a variety of views.

Datamatics' Advantage

- Global Information Technology (IT) & Business Process Management (BPM) organization taking you forward on your route to Digital Transformation
- Trusted partner to several Fortune 500 companies globally
- Capabilities built around technology, domain expertise & knowledge of business processes
- Alliances with global technology leaders such as Microsoft, IBM & EMC²
- More than 7,500 employees globally
- Certified for SEI CMMI Level 4 V1.3, ISO 27001:2013 & ISO 9001:2008
- SSAE 16 compliant processes
- Global presence: U.S., UK, Australia, Dubai & India

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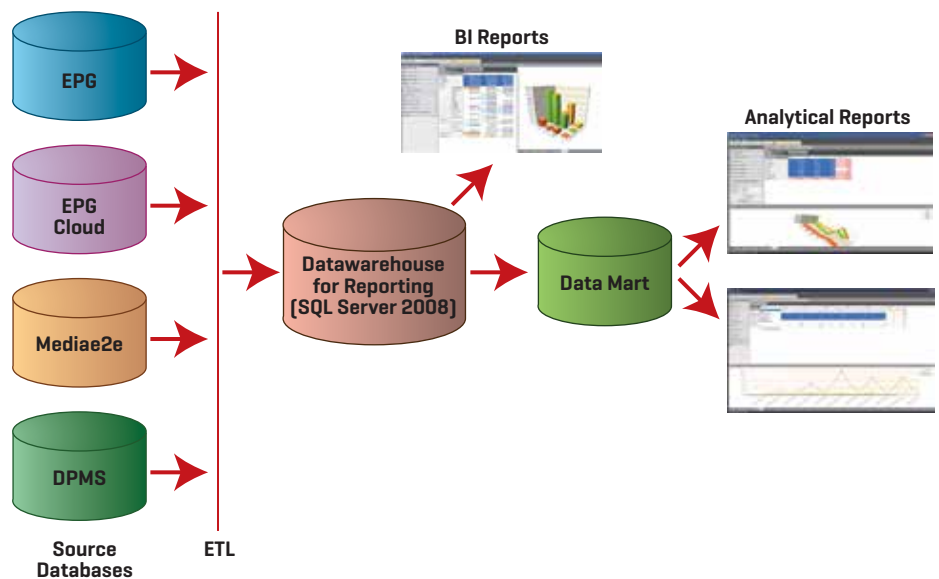
Approach

- A team of experts was stationed at client site to conceive, design and build an efficient BIDW system
- In order to create a centralized data warehouse, Microsoft SQL Server 2008 R2 and Visual Studio 2008 SSIS were used for the ETL process
- Our partner MAIA's HPC software was customized to develop various client reports in the form of Business Intelligence & analytical reports
- Datamatics developed a system using MAIA's HPC as a platform to generate Business Intelligence & Analytical reports

Benefits

- The smart Data Visualization solution ensured faster reporting and greatly enhanced decision making
- The unified solution ensured 60% reduction in time to collate information from different sources
- Turn-Around-Time of reports published reduced by 50%
- Ability to slice and dice the data to gain deeper insights increased by 30%
- Support for ad-hoc reporting

Process



Result

Datamatics' solution allowed its client to generate greater control over its data repository and enhanced analytic power. This led to reduced turn-around-time and better value for business.