

MEDIA COMPANY STREAMLINES PLANNING AND REPORTING ACROSS 11 GLOBAL MARKETS WITH ORACLE EPM CLOUD SOLUTION

Abstract

The client is a US and UK based mass media company that designs and prints some of the world's most iconic magazines. It develops film, television, and premium digital video programming. The media company serves over 240 million consumers across Europe, the Middle East, Asia, and Latin America, and over 144 million consumers in the US.

Challenges

The client's business is spread across 11 key markets globally leading to the generation of massive amounts of data. Each market operation was producing between 300 to 2500 MS Excel based reports manually. There were multiple disconnected core financial systems. The biggest issue was inconsistent reporting due to the data being predominantly in Excel spreadsheets and prone to manual errors.

The client wanted a single source of truth for all their reporting requirements. They wanted a holistic system that ensured seamless data flow and consolidation across all 11 markets.



Infosys Approach

Infosys conducted persona-based process harmonization workshops to drive standardization of master data and processes. We collaborated closely with Oracle product teams, client teams from the 11 markets, and the headquarters of the media company to drive key decisions and simplification of processes. We leveraged knowledge artefacts, tools, and accelerators from our dedicated cloud centers of excellence (CoEs) to realize the client's vision of a global design, process simplification, and commonization.

Opportunities

We divided the 11 markets of the client based on geography and business commonality to help identify opportunities for process efficiencies. Planning and reporting processes were unified across all 11 markets. We implemented a single solution for planning, forecasting, and management reporting to increase accuracy and agility. The Oracle EPM cloud-based solution also ensured automated allocations and seamless data flow between the planning and allocation modules.

Outcomes

Infosys implemented an Oracle EPM Cloud based solution that delivered the following outcomes to the client:

- Automated reporting saved over 156 person-days of effort in data collection
- Reduced over 300 MS-Excel reports to 47 standard and consistent reports resulting in about 53% reduction in reporting efforts
- Integrated 11 source systems resulting in saving over 132 person-days of manual effort
- Implemented standardized allocation drivers and methodologies resulting in reduction of allocation errors by 95%