

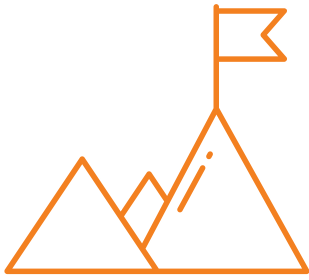


Case Study

Flexible Master Data Management Solution for US-Based Commercial Broadcaster

Client:

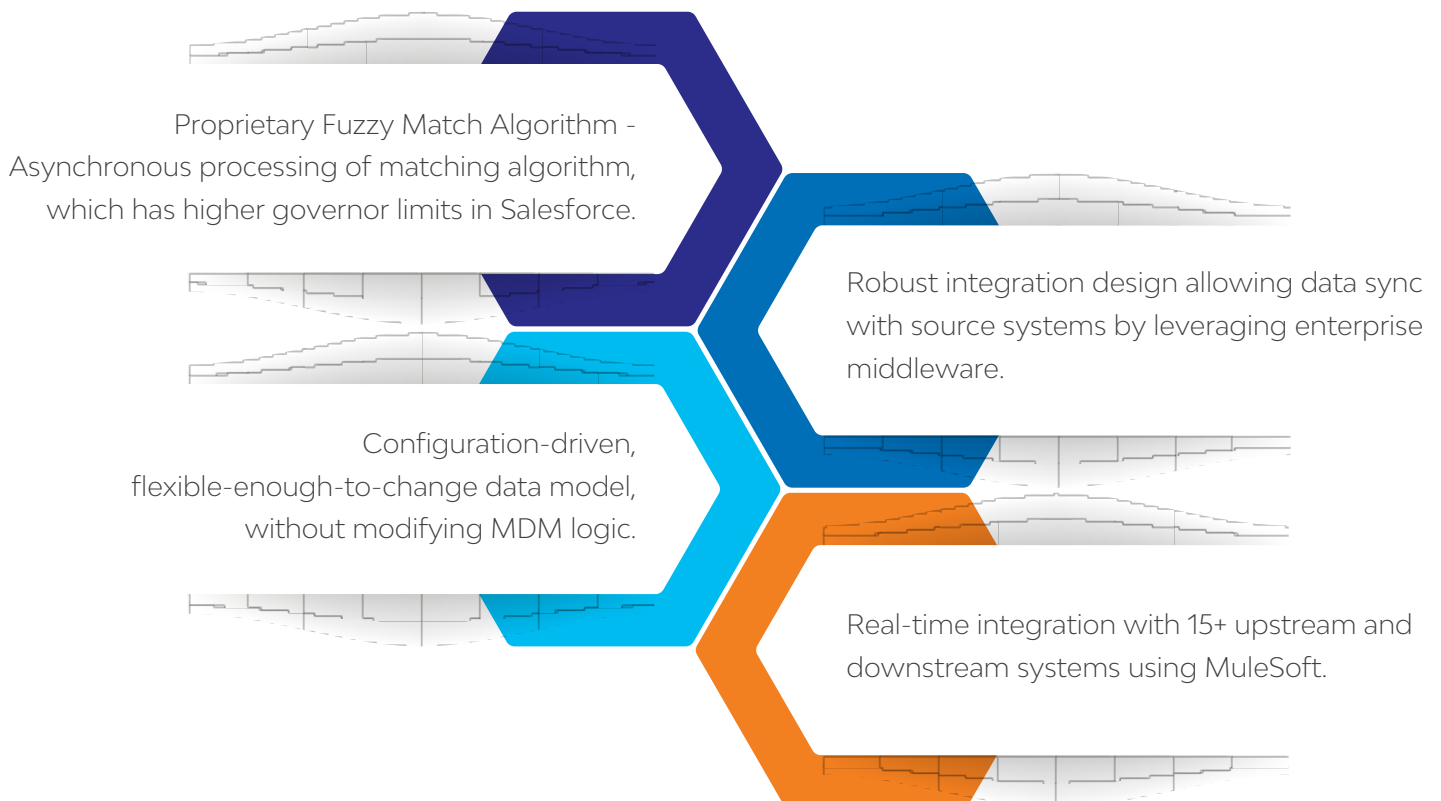
Our client is a US-based commercial broadcast over-the-air television network. The company is the producer and distributor of 300+ entertainment, sports, factual, and movie channels in 45 languages across Latin America, Europe, Asia, and Africa.



Challenges:

- The existing complex and manual process of handling customer and product-related data led to a lack of a single data repository.
- There were multiple sources of origin, resulting in ineffective governance and management of crucial enrichment attributes of the master entities.
- Customer and product records were spread across multiple systems with different data attributes, leading to ambiguous information.

LTIMindtree Solution:



Business Benefits:

1

Single source of truth achieved due to a centralized data solution.

2

Global reporting delivered a clear view of critical data for enhanced decision-making.

3

Reduced time-to-market for new master data addition, leveraging highly configurable MDM design.

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 81,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit www.ltimindtree.com.