



## HCL HELPS A WORLD LEADING MEDIA CONTENT PROVIDER GAIN OPERATIONAL EXCELLENCE AND TRANSFORM CUSTOMER EXPERIENCE



### CUSTOMER DESCRIPTION

The customer is a multibillion entertainment content provider that operates across 160 countries and connects with audiences across multiple platforms such as television, films and digital media.

### BACKGROUND

A first-mover towards digitalization of their organization, the customer had 300+ digital properties under its media networks umbrella. With a bouquet of sites—some of which were the most popular in the world, attracting 90 million unique visitors—the company wanted to optimize the immense revenue potential riding on these sites

### CUSTOMER OBJECTIVES

Reduce duplication in application development, use, enhancement, support and maintenance

- Minimize redundancies in development, testing, quality assurance and component reusability
- Reduce data redundancies by focusing on content management to prevent discrete view of information
- Create a common IT performance metrics for maintenance schedules
- Maintain a healthy site availability metric and reduce downtime by eliminating ad-hoc testing
- Optimize application content to increase operational efficiency

### ENTER HCL

HCL was confident that its three-phase business transformation approach would help the customer achieve their business objectives. The principal building blocks were:

- Unified digital asset management solution for unifying digital asset management, media players and content management
- Integrated and consistent product development model and shared functionalities across sites
- Federated search optimized content discoverability across distribution outlets

## THE SOLUTION

- Agile team formation based on the project plan and goals to be achieved
- Developed a comprehensive plan to establish the understanding of the As-is Application and Technology Portfolio
- Creation of a training academy to aid in on boarding of new resources via different channels.
- R&D Team to work with the core team for driving innovation
- Executed a seamless onshore (US) and offshore (multiple locations in India) transition to ensure effective knowledge transfer in an optimum timeframe (by deploying the HCL ASSET Transition Framework)
- Conducted a proactive root cause analysis of the critical defects having high impact on application up-time support and maintenance costs
- Improve quality of service by optimizing processes and providing supporting technology

## HCL DIFFERENTIATOR

- 1000+ man years of experience in Media and entertainment domain
- Onboarding Process as well as Transition framework in place to ensure lossless transfer of knowledge
- Agile practitioners implementing industry best practices for distributed agile development
- Availability of M&E architects to suggest industry best practices and innovation to customer
- Helped customer to move from licensed based to open source search engines
- Complete knowledge on end to end content flow which helped the customer in investing lesser time in establishing business understanding
- Helped customer to expand metadata for videos and episodes

## BUSINESS BENEFITS

- Unified the digital asset management layer and enabled quicker time to market, consistent ad models and rights management
- Improved features such as automated video data upload and reduced data creation effort from five hours to 30 minutes with multiplier impact
- Unified the product development layer and enabled full exploitation of functionalities such as search, syndication, social networking and content management systems
- Optimized the search function with consequent improvement in speed, user interface, quality of results and overall cost
- Deployed across 70 sites, the speed-searching feature which led to cumulative savings of \$3.3 million in three years
- Deployed HCL's proprietary XFit processes for testing Business Process Management (BPM) workflows and reduced the effort by 50%
- Reduced 50% of end user network requirement for downloadable or watchable properties
- Delivered significant savings in infrastructure costs to the tune \$100,000 by performing application rationalization and databases optimization

By taking a solution approach to IT rationalization that was strategic in terms of its organizational and business impact and innovative in terms of its implementation route, HCL helped the customer realize its vision of building a truly transformation digital platform.

Please click here to know more about HCL's digitilisation efforts to transform customer experience

<http://www.hcltech.com/telecom/telecom-solutions/customer-experience-transformation>



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