



**alternative
makes
business sense**

CLIENT

The client is one of the world's leading music companies and is home to some of the most successful and best known recording artists. It is the fourth largest recorded music business globally. Its business primarily focuses on monetizing its extensive catalogue, discovery and development of artists, and related marketing, distribution and licensing of recorded music produced by such artists. It owns some of the best-known record labels in the world. It represents a diverse roster of artists from almost every musical genre and owns a globally successful compilation brand. Headquartered in London, it also owns two iconic recording studios.

AREAS OF ENGAGEMENT

HCL and the client entered into a total IT Outsourcing Managed Services implementation and HCL involved as a client committed innovation partner.

HCL involved in transformation led consulting initiatives in collaboration with the client's transformation team in the following areas: Supply Chain, Royalties, Master Data and Rights, Finance, Artist Launch and Insight Work Streams. This was done to help them bring about transformation in the IT landscape to support the implementation of new business strategy.

CLIENT'S BUSINESS COMPLEXITIES

Client faced challenges to align their IT to their core business. They needed to work on critical issues such as enhanced visibility, supply chain optimization but at the same time also optimize existing processes, and reduce Opex, as due to flat IT budgets this was essential to be ploughed back into business for fostering innovation.

HCL'S CHANGE THE BUSINESS SOLUTION

HCL worked to address the core objectives of cost optimization, agility, and business value and also fostered innovation (in change the business) in a fixed price model. This was done by effectively deploying the Opex savings achieved in Run the Business (RTB) to Change the Business (CTB) and building a market leading "Transformation group" within IT from HCL's solutions team. This strengthened HCL's position as a "Trusted Innovation Partner", consistently and continuously driving innovation, closely aligned to their strategic objectives.

ENGAGEMENT OUTCOMES

1. Opex savings to the tune of 25-30%
2. Enhanced revenue through new channels such as Sync licensing
3. Maximizing through put for the same spend
4. Operational excellence by delivering efficiency of 18% over a 5 year term



Hello, I'm from HCL! We work behind the scenes, helping our customers to shift paradigms and start revolutions. We use digital engineering to build superhuman capabilities. We make sure that the rate of progress far exceeds the price. And right now, 90,000 of us bright sparks are busy developing solutions for 500 customers in 31 countries across the world.

How can I help you?

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HCL