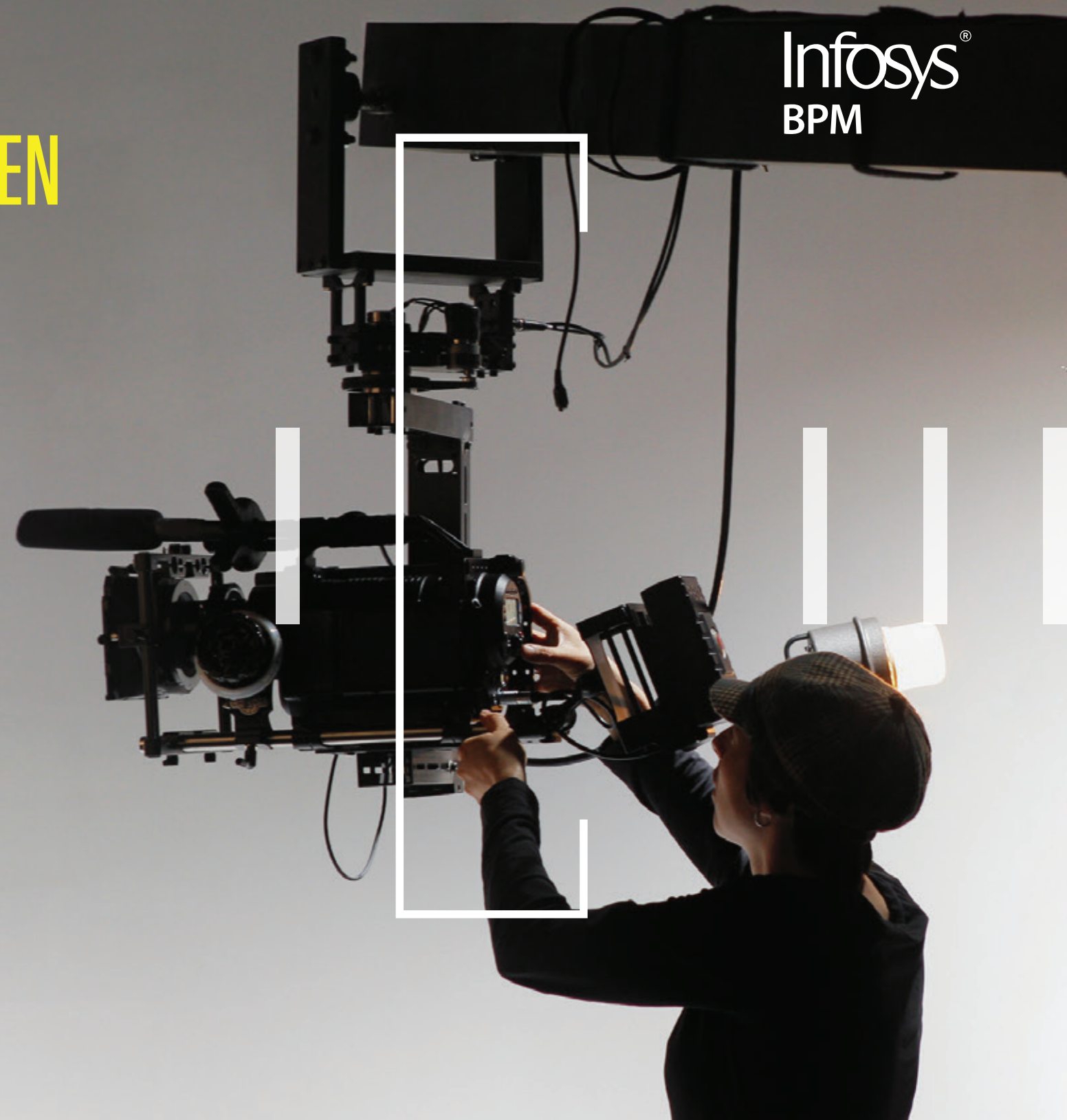


THE MAGIC BEHIND THE SILVER SCREEN

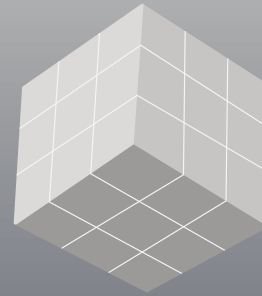
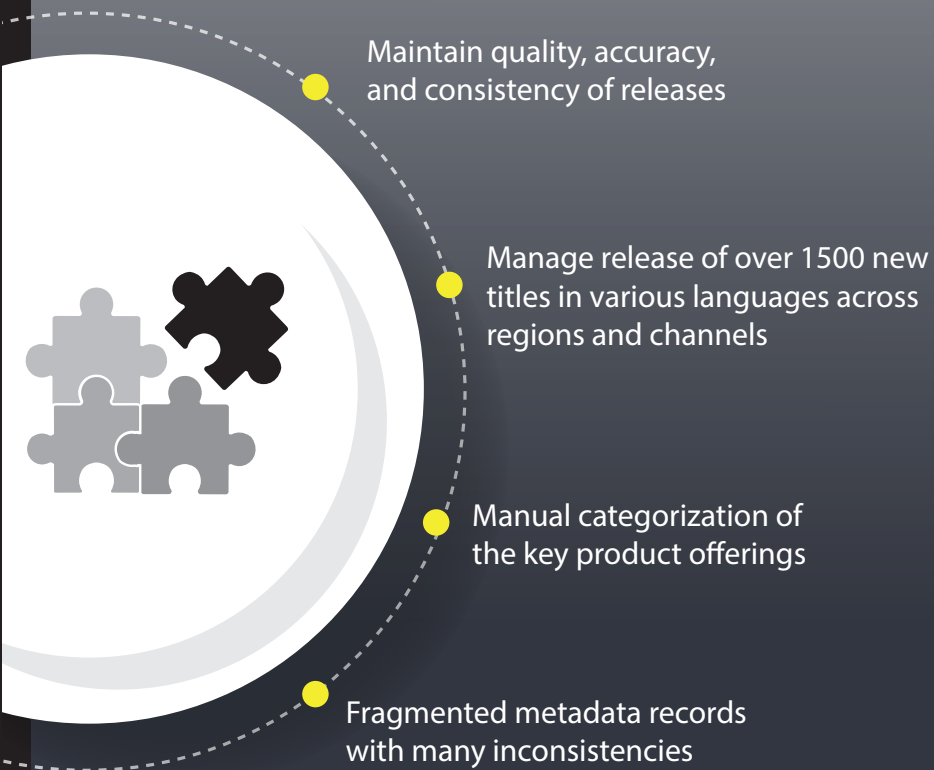
Automating to perform efficient meta-tagging of thousands of hours of film and TV digital records.

The client is an American media production company and one among the 'big five' film studios.



CHALLENGES

The client with a vast content library with thousands of film titles, TV programs, and special projects, faced the following challenges:



SOLUTIONS

Infosys BPM deployed a team of specialists who:

- ▶ Ideated the workflows for the creating, extending, and maintaining the metadata for all releases
- ▶ Utilized automation to create a golden record management system (GRMS) – a database that acted as a single source of truth with over 4 million records
- ▶ Significantly reduced the manual effort of researching and analyzing the records
- ▶ implemented 4 more automations to drive efficiency:
 - Created a database of unique universal product code based on global business logic for new titles
 - Interconnected different data sources to reduce dependencies to analyze the missing fields
 - Used the analysis to automatically update metadata and upload the fields to the databases
 - Automated the repetitive check of quality control
- ▶ Moved the master data management workflow to another platform and deployed automation to reduce manual-intensive workflows



BENEFITS

Infosys BPM helped the client with the following:



- ▶ Supported master data management needs across over 26 languages
- ▶ Helped achieve accuracy rating of 99.9%
- ▶ Managed over 25k metadata fulfillment and update cases per month
- ▶ Reduced the time-to-market by 20%



\$215 k
Business value delivered



40%
Reduction in operational cost



6+ Mn
Product records handled

For more information, contact infosysbpm@infosys.com

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