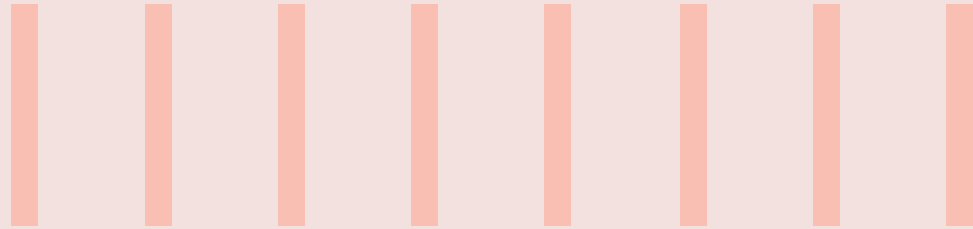# THE MAGIC BEHIND THE SILVER SCREEN

Automation helped a media production giant perform efficient meta-tagging of thousands of hours of film and television digital records.

Abstract

A global media production company partnered with Infosys BPM to evolve its metadata management processes, reducing operational costs by 40% and time-to-market by 20%.

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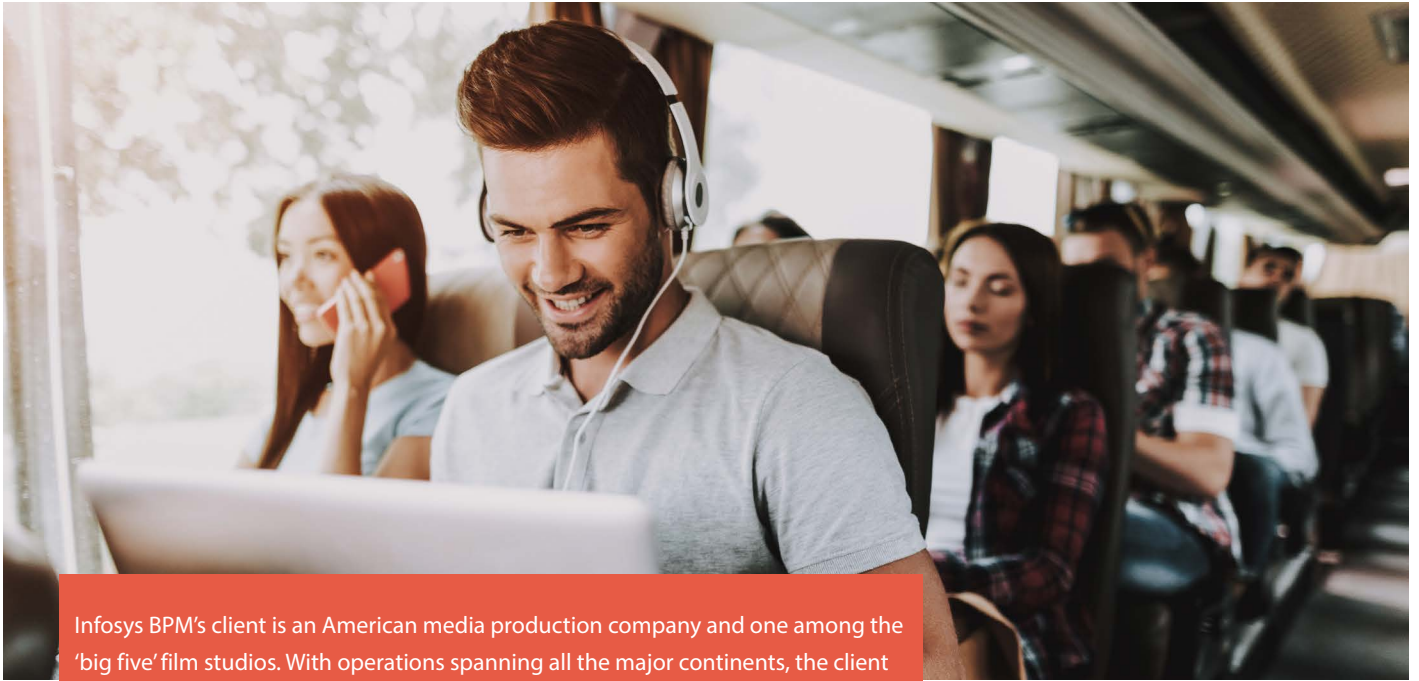
Infosys BPM's client is an American media production company and one among the 'big five' film studios. With operations spanning all the major continents, the client is a global leader in the creation, production, distribution, licensing, and marketing of all forms of entertainment and related businesses.

The labor of gathering fragmented data

The client has a vast content library comprising of thousands of film titles, TV programs, and special projects. Each month it releases over 1500 new film titles and TV shows in various languages across regions and channels. The client's main challenge was to manage the metadata of the releases in terms of quality, accuracy, and consistency. Also, its key product offerings were being manually categorized by the staff. As a result, metadata records relating to the titles existed across fragmented systems and had many inconsistencies.

The client needed support to automate and manage its master data processes, and partnered with Infosys BPM to utilize its expertise in process automation and data management.

Effort realization through automation

Infosys BPM deployed a team of specialists to rethink the workflows for the creation, extension, and maintenance of the metadata for all releases (films and TV shows). With its automation efforts, the team created golden record management system(GRMS) - an intermediate database comprising of over 4 million records of the client's releases, working as a single source of truth. This database helped to significantly reduce the manual intensive exercise of researching and analyzing the records.

Following GRMS, the team implemented 4 more automations to drive efficiency:

i. The first automation solution was to create a unique universal product code (UPC) database based on global business logic (GBL) for the new titles announced by the studio. This eliminated the manual and redundant tasks related to categorizing the metadata.

ii. Second, different data sources were interconnected to reduce the time- and people-dependencies needed for analyzing and researching the missing metadata fields across the client's databases.

iii. The third solution used the outcome of the analysis to automatically update locally available metadata and upload the updated fields to the tools' databases.

iv. Finally, the repetitive checks of the quality control (QC) stage were also automated to ensure high accuracy in spite of the high volumes of transactions

The team also moved the master data management workflow to an Amazon Web Services (AWS) platform and deployed four automation solutions in order to reduce the client's manual-intensive workflows.

Robust value delivery

Infosys BPM has been supporting the film studio's master data management needs covering 26+ languages with an accuracy rating of 99.9%. On average, the team handles over 6 million product records, managing over 25,000 metadata fulfillment

and update cases each month.

The automation solutions that were deployed helped reduce not only the client's time-to-market by 20%, but also the overall operational costs by 40%, delivering

business value of $215,000.

These significant results are a testament of what automation can do when driven effectively by the right partner with robust expertise.

For more information, contact infosysbpm@infosys.com

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