

Metadata Management and Localization support

For one of US's leading film studios offering 75K hours of TV programming through 70K film and 5K TV titles



Challenges

- Duplicated metadata residing in internal and vendor systems resulting in redundancy
- Dispersed asset repository systems leading to access issues, validation and IP security
- Multiple format requirement by different vendors leading to rework and delayed time-to-market
- Non-standardized workflows and numerous data sources resulting in a longer lead time and higher error rate

- Metadata management and localization support in 30+ languages across 140 markets.
- 20% decrease in time to market
- 1.75x efficiency
- Handled 250% increase in ticket volume with only 100% increase in headcount
- 150% incremental volume supported and 60% TAT reduction



Solution

- Web-based automation package developed (Golden Records Management System) with a metadata repository of 4 Million lines.
- Tool developed allows the user to access database with the ability to append and export data in various formats.
- Reduction in the effort for validation of metadata across systems.
- Reduced lead time in distribution to vendors. due to export feature and simplified processes.



\$300,000

Annualized savings



99%

SLA adherence with a 48 hour TAT



40%

Reduction in total cost of ownership