

WHEN YOU GET THE PERFECT SHOT FOR THE FIRST TIME

Master data management and automation
to reduce process cycle time and deliver savings.

An American media and entertainment
conglomerate needed expertise in product
records and catalog management, metadata
management, SKU maintenance, and QA.



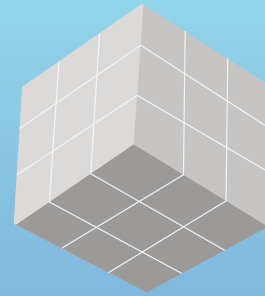
CHALLENGES

The client faced several issues and complexities in its data management operations:

The client's duplicated metadata was residing at internal systems, as well as on its vendors' systems, which affected its operations

Different vendors worked on multiple formats, which lead to time-consuming rework and delayed time to market

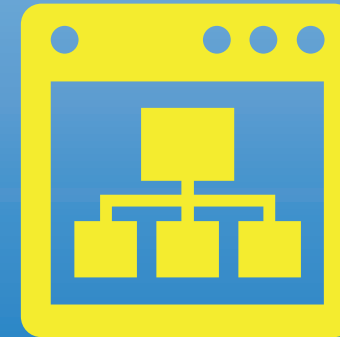
The workflows were non-standardised with multiple data sources as several vendors worked on the digital assets



SOLUTIONS

Infosys BPM initiated several measures to smoothen the client's digital management operations:

- ▶ Developed a web-based workflow-driven automation package, which speeded up the processes
- ▶ Centralised metadata repository (Golden Record) for easy access, validation, and data reuse
- ▶ Implemented metadata localisation and translation support for 30+ languages



BENEFITS

With the Infosys BPM approach, we were able to:

- ▶ Decrease time to market by 20%
- ▶ Reduce effort for validation and enrichment of metadata across systems
- ▶ Increase in incremental volume by 150%, which was managed through no increase in team size



80+
e-tailers managed



52,000+
SKUs handled



140
Markets covered



~\$300k
In annualised savings



For more information, contact infosysbpm@infosys.com

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