WHEN YOU GET THE PERFECT SHOT FOR THE FIRST TIME
Master data management and automation leading to increase in incremental volume by 150%.

The client is an American media and entertainment conglomerate.
The client faced several issues and complexities in its data management operations:

- Different vendors worked on multiple formats, which lead to time-consuming rework and delayed time to market.
- The client’s duplicated metadata was residing at internal systems, as well as on its vendors’ systems, which affected its operations.
- The workflows were non-standardised with multiple data sources as several vendors worked on the digital assets.

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.

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