



Products

salesforce sales cloud

grid

salesforce app cloud

miniGRID

Industry

Entertainment

Profile

Warner Bros. Entertainment Inc. is a fully integrated, broad-based entertainment company and a global leader in the creation, production, distribution, licensing and marketing of all forms of entertainment and their related businesses.

Company Size

7,770 Employees

Location

Burbank, CA

Warner Brothers Simplifies Highly Manual Data Management Processes

THE CHALLENGE

- Warner Brothers had lots of media in multiple channels and formats around the globe – and storing this massive amount of data was difficult.
- Managing and editing the release plans for their content (hundreds of thousands of records) was incredibly time consuming
- Pricing for content release was a heavy manual process tied to date, format, channel, market & other factors
- WB considered building a solution in-house with a cost of several hundred thousand dollars & 6-9 month timeline.

THE SOLUTION

- Configero recommended the leveraging the Grid and miniGrid product to view and edit their data more efficiently.
- The miniGrid was put in place to surface data at the record level in a meaningful way, alleviating some the manual pricing efforts
- The Grid was put in place to support and streamline their world-wide marketing efforts and increase visibility into their media usage with reports and dashboards.

THE RESULTS

- Solution was deployed in 3 weeks for under \$25,000.
- Through the intuitive Grid and miniGrid, the manual efforts required for the pricing of media is drastically cut
- The visibility that WB has with its media has increased their speed with marketing plans and management
- Our solution has given WB unprecedented access to all of their metrics of the media that they own and distribute
- WB has since increased licenses to another 280 users leveraging Grid

“We deployed this complex solution in a matter of weeks, for a fraction of their estimated cost, and delivered powerful benefits to support the business.”

-David Williams, VP of IT, Warner Brothers

