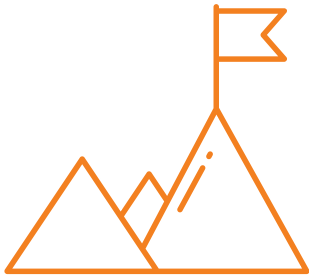## Case Study

Flexible Master Data Management Solution
for US-based Commercial Broadcaster

Our client is a US-based commercial broadcast over-the-air television network. The company is the producer and distributor of 300+ entertainment, sports, factual, and movie channels in 45 languages across Latin America, Europe, Asia, and Africa.
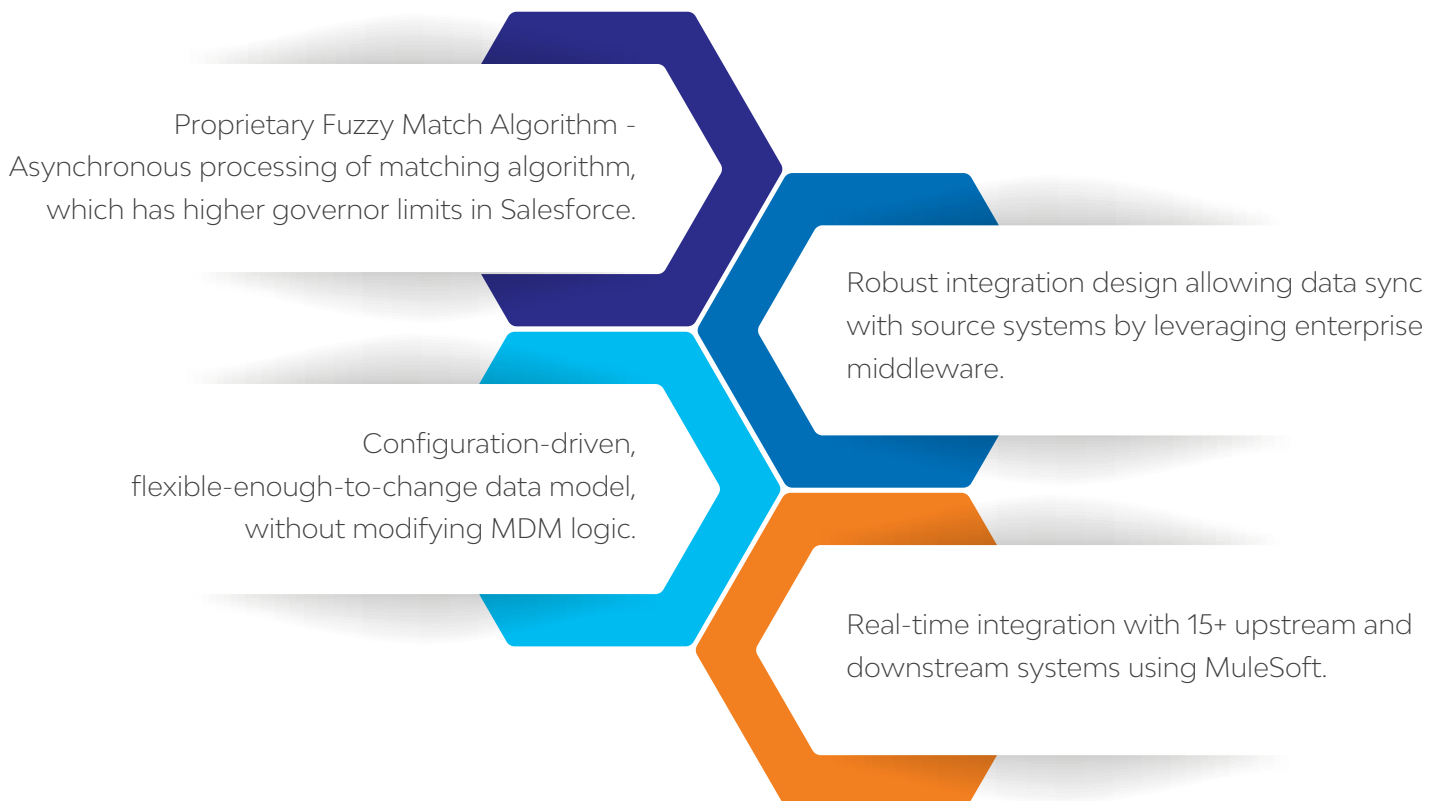
Challenges:

- The existing complex and manual process of handling customer and product-related data led to a lack of a single data repository.

- There were multiple sources of origin, resulting in ineffective governance and management of crucial enrichment attributes of the master entities.

- Customer and product records were spread across multiple systems with different data attributes, leading to ambiguous information.

LTI Solution:

Proprietary Fuzzy Match Algorithm - Asynchronous processing of matching algorithm, which has higher governor limits in Salesforce.

Robust integration design allowing data sync with source systems by leveraging enterprise middleware.

Configuration-driven, flexible-enough-to-change data model, without modifying MDM logic.

Real-time integration with 15+ upstream and downstream systems using MuleSoft.

Business Benefits:

1

Single source of truth achieved due to a centralized data solution.

2

Global reporting delivered a clear view of critical data for enhanced decision-making.

3

Reduced time-to-market for new master data addition, leveraging highly configurable MDM design.