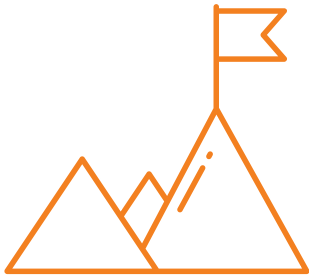




## Case Study

# 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.

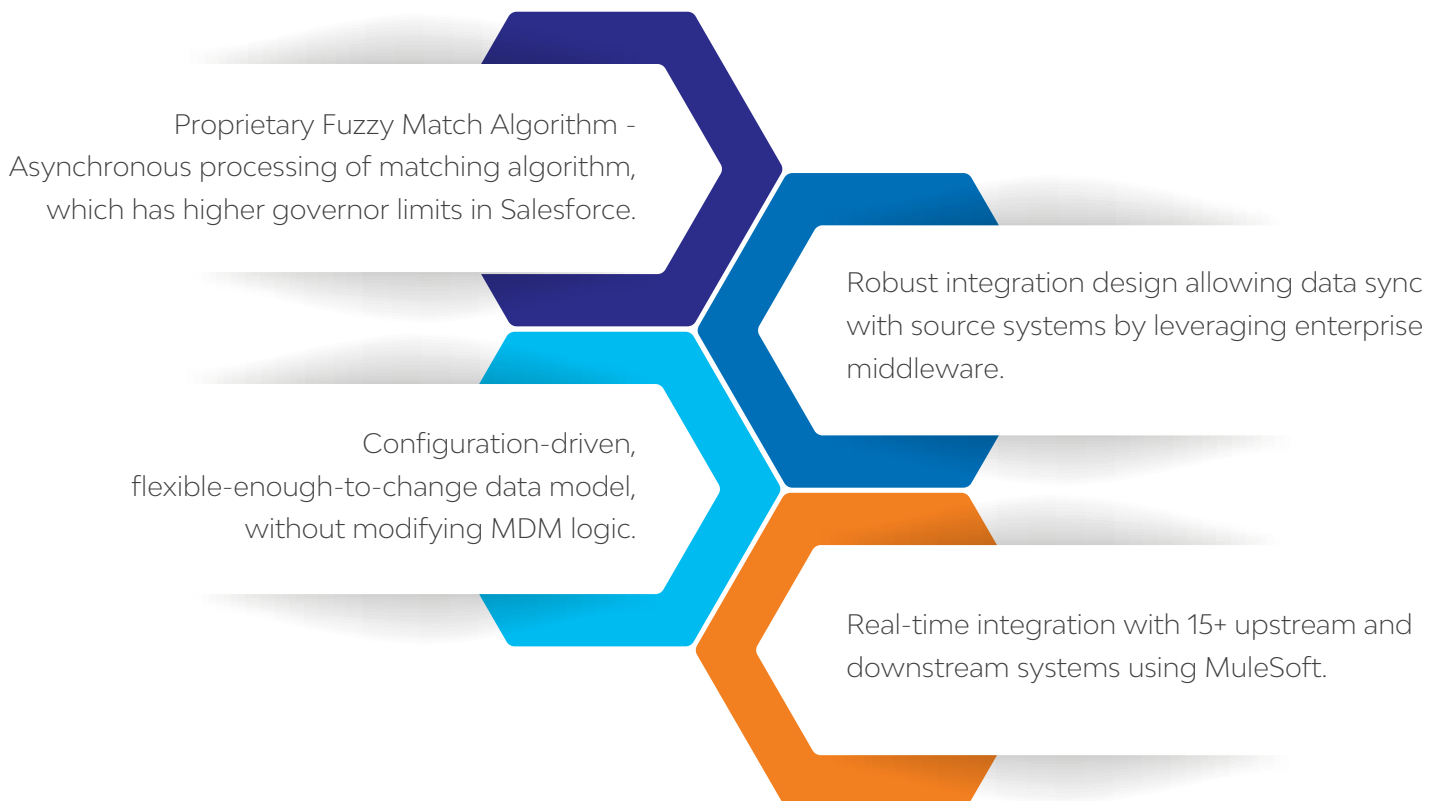


## Challenges:

- 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.

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## LTI Solution:



## 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.

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