

A Leading American broadcaster develops a new ad sales trafficking system implemented by TCS

Our client, one of the largest American commercial networks, requested our assistance to replace its existing mainframe-based ad sales trafficking system. We jointly implemented a custom-built object-oriented system that was easy to adopt and use, with embedded, configurable workflows. The new system supports the complex process of ad selling, planning, scheduling, order management, distribution and compliance requirements for the company, while at the same time, reducing maintenance and other operational costs.

About the Client

TCS' client operates as a mass media company in the United States and internationally. It has operations in virtually every field of media and entertainment, including broadcast television, cable television, local television, television production and syndication, radio, advertising on out-of-home media, publishing, interactive media, music, licensing and merchandising, video/DVD, motion pictures and sustainable media.

Client

Leading NA Broadcaster

Industry

Broadcasting and Cable

Offering

ADM

Business Challenge

The mass media industry is characterised by high capital intensity, rapidly changing technologies and escalating competition from new and existing media. All of this means that companies have to be on their toes to sustain market share and profits. Not surprisingly, the large networks are taking an increasingly RoI-driven view of their investments, pushing for boosting internal efficiencies and lowering operational costs.

Tracking and managing revenues are at the core of a media company's business operations. Consequently, how efficiently this process is managed will determine the company's operational efficiency. TCS' client, the second largest commercial network in the USA, realised that its legacy mainframe-based ad sales trafficking system was a bottleneck in its drive to create a tightly-run operation. It therefore decided to build an object-oriented system with embedded, configurable workflows that would support the complex lifeline process and make the transition to the new system easier for users. In addition, the system would be easy to maintain.

The network selected TCS to assist in the upgrade of its ad sales trafficking system, because of our experience and reputation in implementing large projects of a similar nature under aggressive deadlines.

TCS' Solution

We jointly implemented a custom-built large scale ad sales trafficking system for the client, the first of its kind by a large broadcaster in recent times. Given the complexity of the system, and its criticality to business, we engaged users closely and also used the iterative Agile method to accommodate evolving requirements and changing priorities. Recognizing that project management would be crucial to the success of such an initiative, we set up project governance processes and monitored progress diligently. This allowed us to complement the existing team with additional resources whenever necessary to speed up activities significantly. All essential project artefacts such as test plans (system, UAT, regression), estimation guidelines and tracking metrics were created. We proposed an automated test environment for unit and regression testing, by utilising the expertise of our Assurance Service CoE. TCS' Microsoft CoE provided valuable assistance to migrate reports from SQL Server 2005 to 2008. A separate team was assigned to implement the content distribution instance of the application.

We also leveraged our proven Global Network Delivery Model (GNDM™) to provide the company with the required flexibility to ramp up or down based on business needs.

Experience certainty

True certainty of success comes from working with a partner you trust to provide the insight, support and expertise that will propel your business forward. Experiencing certainty with TCS means you can count on results, partnership and leadership.

Results

Our client now has a new custom-built object-oriented ad trafficking system, with optimised workflows to suit current and future business needs. By carefully designing the functionalities, we ensured that the system fit the business needs perfectly, and was easy to adopt. The network also gained two other significant benefits:

- 33% reduction in engagement costs due to the use of the onsite/offshore model
- Reduction in total cost of ownership owing to lower maintenance costs

Contact

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Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match.

TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at **www.tcs.com**

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