

MDM Solution Enables Major Studio to Capitalize on Enormous Growth of Alternative Media Distribution Channels



Flexibility of Informatica is Key to Managing Complex Data Structures

INDUSTRY

- | Entertainment

MDM APPLICATIONS

- | Informatica

BUSINESS PROBLEM

A major American TV/film studio and distributor was facing a data management challenge that threatened to keep it from fully participating in the explosion of alternative media distribution channels. The studio did not maintain an adequate central repository for titles and business-critical attributes (version, copyright, alias, release date, synopsis, rating, genre, etc.) necessary to manage the rapidly evolving media distribution model.

Ownership of different data attributes was spread across multiple departments creating data silos that led to:

- | Lack of a common identifier to reference a title across multiple systems
- | Inability to coordinate the international release of a single title through a common platform
- | Inability to meet rigorous data requirements for new-age digital distributors like iTunes, Netflix, Amazon, etc., leading to inefficiencies in the digital as well as the physical supply chain
- | Inability to ensure data quality through centralized data cleansing and de-duplication
- | Lack of a security framework that could provide or restrict access to titles based on the current lifecycle
- | Manual security controls in order to manage sensitive information

SOLUTION

Because of the unique nature and complexity of the studio's data management requirements, Serene proposed an Informatica MDM solution because of its ability to handle highly customized data hierarchy structures.

The solution was designed and built to provide the following capabilities:

- | A central repository housing the single source of truth for titles, catalogs, franchises and related attributes
- | Batch and real-time harmonization with a total of 23 internal and external data-enrichment sources as well as multiple data management apps

ABOUT SERENE CORPORATION

With global clients and worldwide operations, Serene Corporation is a leading systems integration company and consulting firm that specializes in the implementation of business applications, including CRM, MDM, EAI, BI, and SaaS. Serene consultants work collaboratively to share their extensive industry experience and superior technical expertise with clients in industries ranging from high technology, real estate, and biotechnology & pharmaceuticals to financial services, manufacturing, and communications & media. Serene is dedicated to the cost-effective delivery of integrated IT solutions that achieve outstanding business success.

- Complex and dedicated data-cleansing and match rules designed for specific product types (e.g. Features, Shorts, Series, Season, Episodes) and product groups (e.g. Theatrical, Television, etc.)
- An enterprise-wide consolidated 360° view of each title, catalog and franchise to provide at-a-glance pertinent information
- A framework to assign and maintain a truly unique and immutable global ID for titles that could be referenced by all systems within and outside the organization
- A web-based data stewardship application with the ability to manage relevant data directly in MDM Hub in real-time (through Web services) for the 100+ Finance users worldwide, enabling the complete retirement of the legacy system
- A security framework based on relevant attributes like lifecycle, division, and product type, re-triggered on any relevant change

RESULTS

The Informatica MDM implementation has paved the way for the studio to take full advantage of distribution models like pay-per-view, video-on-demand, subscription, electronic-sell-through channels such as Apple iTunes, Netflix, and Amazon Prime, as well as physical channels like Netflix, Redbox, Walmart, etc. The share of revenue from these sources is growing each year, and the Informatica data management solution implemented enables the studio to meet the stringent data requirements necessary to manage these distribution channels.



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