

STRATEGIC TRANSFORMATION OF A GLOBAL MEDIA OPERATOR



Client

- One of the world's largest media operator
- Member broadcasters reach an audience of 650 million weekly

Starting position

- Very fragmented IT landscape does not satisfy the current business needs
- Program initiated to significantly modernize the IT core platform and align it with the business

Approach

- Analysis of the current business processes identifying areas for improvement
- Identification of four levers significantly improving IT effectiveness and efficiency
- Establishment of effective management processes to connect the demand and supply side

Results

- Alignment of the IT architecture with the business
- Strategic roadmap for the modernization core IT platform
- Initiation and setup of program to largely replace current IT platform by industry specific standard software