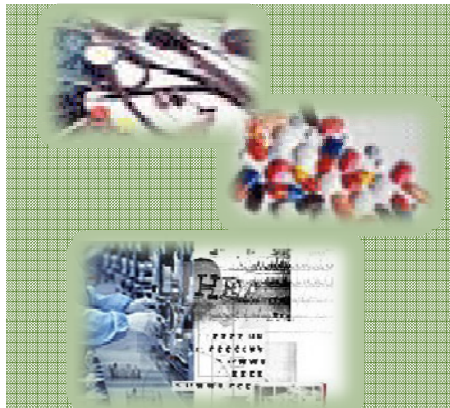


Case Studies: Operations & Technology Rollout for a Media & Entertainment Major

Designed, Program Managed and Implemented processes for operations rollout for a division of a Media & Entertainment Major



Industry

- Media & Entertainment

Business Scenario

- New Business Model
- Process to be designed

Our Solution

- Subject Matter Expertise
- Program Management
- Technology implementation
- End to End concept to roll-out

Benefits

- Business Model Roll-out on schedule

Business Scenario

- Entire current Operations - Marketing, Sales, Production and Distribution was outsourced to the licensee under the Licensing Arrangement
- New Business Division being set up to market and sell Home Videos
- No technology landscape or business process definition available for India specific operations
- Completely new team at customer end with minimal expertise in Home Entertainment
- Needed help in identifying the suitable ERP and help in implementation and rolling out new Operations

Our Solution

Phase 1 - Design

- Designed and created a set of Standard Operating Procedures (SOP) for different Business processes such as Order to Cash, Production to Payment
- Recommended a set of KPIs, Business rules to govern the business processes
- Worked with a set of external service providers to provide order processing, logistics requirements to the company
- Helped in selection of a technology vendor to provide core ERP platform for the business operations

Phase 2 - Rollout

- Program Managed the process rollout across all stakeholders – external and internal
- Defined the key process metrics and business rules to operate the business
- Managed the entire ERP implementation from start to go-live including identifying customization requirements, approval workflow levels, Masters Preparation
- Ensure interface of Local ERP to the Global SAP system
- Facilitated stake-holder training and orientation to the business processes

Phase 3 – Operations Support

- Helped manage the actual operations taking ownership for IT & Operations steady state
- Part of the core operations team to ensure optimized operations processes such as Inventory planning, Production and Despatch planning

Benefits

- Implemented an ERP in a short duration (less than 2.5 months)
- Defined the business processes to govern a business starting from the basics
- Metrics based approach from the start of the business