

## Birlasoft brings 30% improvement in media house user productivity for a large Media House with its SFDC Implementation Services

### CHALLENGES

The client, a **large Media House based in USA**, was dissatisfied with its incumbent application. They were in need of enhancement of user experience, cross-platform systems integrations, reporting, analytics and document of its existing application. The legacy application was unable to scale, difficult to enhance leading to lack of customizations. There was no off-the shelf solution in the market that could provide a 360 degree view of projects and studio production processes for the client.

### SOLUTIONS

Migrated Business Affairs data and Noted & Attachments

- End –end solution providing 360 view of project, talent and shows
- Automation of contract generation and management
- Analytics integrated with the solution

### IMPACT



#### MODERN USER INTERFACE

Providing a detailed view of the TV projects, talent, options and insurance



#### FLAWLESS INTEGRATION

Via PDM & Compass system integration



#### 30% INCREASE

In user productivity spaces.

Birlasoft, part of 150 year old multi-billion dollar CK Birla Group, enables clients in Manufacturing, Banking & Financial Services, Insurance, Media & Healthcare industry, to become competitive in their business by providing value-based information technology services, in onshore, offshore and near-shore models. Birlasoft's portfolio of services includes Enterprise Application Services, Custom Application Services and Specialized services like Testing, Analytics and Mobility. Birlasoft's robust delivery processes embrace digitized project management methodologies, embedded within proven practices of Six Sigma, SEI CMMI Level 5 and a secure services framework. Birlasoft has presence across US, UK, Europe, APAC including India.

For further information, visit [www.birlasoft.com](http://www.birlasoft.com)

For enquiries, email at [marketing@birlasoft.com](mailto:marketing@birlasoft.com)

**INDIA**  
H-9, Sector-63,  
Noida 201306  
Tel: +91-120-6629000

**USA**  
399 Thornall Street, 8th Floor, Edison  
New Jersey 08837  
Tel: +1 732 287 5000

**UK**  
4th Floor, 53-54 Grosvenor Street,  
London - W1K 3HU  
Tel: +44 2073195700