



CASE STUDY



Leading
Media Company
Achieves 10X
Efficiency
Gain in Critical
Business Process

About the Client

Our client is one of India's leading media companies that owns, operates and broadcasts a bouquet of television and digital channels. It was founded in India in October 1995 as Multi Screen Media. In its 24th year of existence, the company reaches out to over 700 million viewers across India every day and is available in 167 countries. The network telecasts a variety of channels ranging from general entertainment, sports, digital, music and films in both Standard Definition (SD) and High Definition (HD) formats. The network is recognized as an employer of choice within and outside the media industry. It has a subsidiary, MSM-Worldwide Factual Media Private Limited and an affiliate, Bangla Entertainment Private Limited in India.

Their Challenges

The client was looking forward to an intelligent Process Automation solution for their following processes,

- Media generation process
- Invoicing process
- Release Order (Domestic and International) Conversion Process

Client was looking for a solution which is robust, reliable and intelligent in order to leverage the technology available to increase process efficiency, accuracy and resource optimization. Client also wanted to reduce their dependency on human resources and was looking forward to an Intelligent Automation solution which can help curb the following challenges.

A. CHALLENGES SPECIFIC TO “MEDIA GENERATION” PROCESS:

- Post Operations, team members would manually assign and create identifiers in ERP software for media content dispatched. This manual process was inefficient and needed SMEs to execute the process which would entail high manpower cost.
- There were no reporting mechanisms to provide following details;

Information such as when content was dispatched vs. scheduled to play vs. aired.

Information such as an identifier which was generated for a content but may never have been used or dispatched.

Monthly report where users can see all content generated / dispatched / aired for the previous month.

- All the aforementioned reports were not readily available and required manual efforts to generate these.
- Moreover, the manual process of media generation would entail operational errors.

B. CHALLENGES SPECIFIC TO “INVOICING” PROCESS:

- Earlier client’s team member used to upload invoices to an FTP location which the external agencies could access. However, there was a mandate from their Collections team and external agencies to send invoices on mail which is why RPA automation was needed.
- Moreover, the manual process of invoicing would entail operational errors.



- Manual process of invoicing would entail following steps;

Invoicing currently being handled by Client’s Revenue Management Team.

Advertiser-wise Invoices for the release orders received from each Agencies are stored on a shared folder and FTP login credentials are shared to the respective agencies for viewing the invoices.

This process follows a fortnightly cycle.

Pre RPA implementation, the File System Structure was scattered and it did not had a location-wise hierarchy for agencies.

C. CHALLENGES SPECIFIC TO “RELEASE ORDER CONVERSION” PROCESS:

Client wanted to reduce the time taken for conversion,

- Manual Average Processing Time (APT) for release order conversion to ERP software template: Average Processing Time for one of their customer is Release Order: 1 - 2 hours (depending on number of brands/commercials in release order).
- Other release orders (average): 20-30 minutes or more depending on format.

Our Solutions

Perpetuuiti's **Av3ar RPA** has been implemented to the following processes to enhance process:

- **Media Generation:** Bot generates unique media identifiers which are tagged to the media content (Promos/Taglines/Commercials).
- **Invoicing:** Bot executes certain validations, reports on exceptions, zips channel invoices and emails to agencies.
- **Release Order Process:** Two processes have been implemented :

India: Conversion of 50 Release order templates from various ad agencies to ERP software excel template.

- Av3ar iBOT generates unique media identifiers which are tagged to the media content which is dispatched to other country for broadcast.
- Av3ar iBOT generates media identifiers for three content types – Promos, Taglines and commercials. User attaches a predefined excel template in mail which is sent to RPA.

Av3ar Rpa Implementation In Media Generation Process:

- Bot generates unique media identifiers which are tagged to the media content which is dispatched to other country for broadcast.
- Bot generates media identifier for three content types – Promos, Taglines and commercials. User attaches a predefined Excel template in mail which is sent to RPA:

In case of Promos & Taglines:

- RPA is involved in creation of runsheets and media creation in ERP software.
- Template format standardization for tagline data being shared by Sponsorship Team.
- In case of Promos, Advance identifier generation and ERP software steps are automated.



- In case of Promos, Advance identifier request template has been standardized. Pre RPA implementation, every channel would request this data in a different way – sometimes phone call, sometimes in mail body.
- Bot generates unique identifiers and assigns the same in the excel sheet.
- Bot generates a runsheet in a predefined format.
- Based on channel mentioned in the sheet received, bot emails back the same to relevant groups and channel stakeholders.
- Bot also triggers ERP automation post assignment of identifiers and ERP completion status is notified to stakeholders (ERP automation scope includes creation of media identifiers, modification and archival of identifier in ERP).

In case of Commercials:

- ERP softwares steps are automated.
- Automation of Media identifier generation & update in runsheet.
- Commercial identifiers are being used for Mute runsheet which resulted in wastage of the commercial series. Mute runsheets now get assigned Promo identifiers through RPA.
- Runsheet is received in an email and bot assigns identifiers and sends back. No ERP Automation is involved.
- Content generated/edited the previous day in India is dispatched to other country the next day. Bot marks dispatched content in DB (This is part of the RPA reports).
- Content dispatched is then scheduled to play on air on a specific date – Bot reads playlist files and identifies date when specific identifier is scheduled to play – (This is part of the RPA reports).
- Content scheduled to play once aired on channels is captured in an As-Run file format. Bot reads As-run files and displays As-run date - (This is part of the RPA reports).

Av3ar Rpa Implementation In Zipped Invoicing Process:

Through a UI Interface, user selects the latest billing cycle (which is fortnightly) and clicks Load. Bot copies the invoices from a specific shared folder, scans through, reports back to the user if mismatches are found (e.g.: Cover letter states that there should be 3 invoices but folder has only 2 OR billing cycle date on invoice does not match with selected billing cycle OR email ids have not been provided for certain agencies OR Invoice number on cover letter and invoice number in folder does not match). When user rectifies these issues, he clicks Load again till no further issues are reported. When all issues are resolved, he clicks 'send' which triggers the actual zipping and sending to the agencies.

Av3ar Rpa Implementation In Media Generation Process:

- Users email a Release order in Excel or PDF format to Av3ar (automation tool) and Av3ar mails back the converted output to them in ERP recognized Excel format which they can directly upload in ERP software.

Bot reads the RO file (pdf/excel) as per configured agency /advertiser.

Bot validates the agency's /advertiser's name and address with ERP Master.

Bot validates the rotation with ERP Deal.

Bot converts RO in ERP format and sends mail to users with validation match/ mismatch.

50 RO templates have been automated for conversion through Av3ar RPA.

Results And Benefits To Business

- Time saving for Post Production team & Packaging team - Runsheets were being prepared manually which used to take from 15 -20 minutes. (For approx. 50 promos) or more time depending on number of promos in each runsheet. [Runsheets are now generated within 2 minutes post RPA implementation.](#)
- **Standardization:** Requests for media identifiers from various channels used to come in different formats - sometimes phone call, sometimes in mail body - Now it is standardized through RPA where all channel team members follow standard process of sending requests in a predefined template to RPA and getting media identifiers.

- Media identifiers assignment was done by CDN Team. Now RPA generates identifiers - It used to take 3-4 minutes per runsheet. Currently runsheet generation and identifier generation happens in parallel since RPA sends output with updated Promo file containing generated media identifiers and also runsheet to the users at the same time.
- **Reports:** Compiling report data was being done manually which would take the users approximately 4 hours. This is now available readily in RPA in the form of 4 custom reports.
- Commercial identifiers were being used for Mute runsheet which resulted in wastage of the commercial series. Mute runsheets now get assigned Promo identifiers through RPA.

Specific To Zipped Invoicing And Ro Conversion Processes.

- Number of FTEs executing the process has been reduced considerably post RPA implementation.
- There are no operational errors since the process has been automated end-to-end.
- 100% Automation.

Keymetrics

10X EFFICIENCY GAIN IN RUNSHEET GENERATION

10SECS TAKEN PER PROMO AFTER ERP

90%

OVERALL
AUTOMATION

15X

EFFICIENCY GAIN
IN RO CONVERSION
PROCESS

70%

REDUCTION IN
MANPOWER COSTS



READY FOR YOUR OWN SUCCESS STORY?

Get in touch with our automation experts and learn how you can fast-track your digital transformation initiatives.

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About Perpetuuiti

Perpetuuiti empowers people and businesses alike. We deliver the world's most-comprehensive and urbane automation platforms making work more human. Our platforms deliver leading-edge automation solutions for modernizing resiliency management, and turbocharging the performance of your applications, IT and business operations at speed and scale to drive exponential efficiencies.

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