



Highlights

- Capture value from disparate data sources across your enterprise with a more coherent structure for information management
 - Collect, integrate and enhance customer data, and their consumption patterns to predict, target and deliver customized content, offers and promotions
 - Provide your finance professionals with improved visibility into financial data and metrics to improve decision making
 - Control rapidly increasing asset for multiple media formats, across multiple distribution channels
 - Optimize the multichannel mix of your advertising through patented performance management analytics and dashboards
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Business analytics and optimization for media and entertainment

As a media and entertainment company you have many complex operational challenges—from the expanding impact of technology and digital rights management, to new and evolving revenue models and increasingly empowered consumers. To seize digital market opportunities, you need to take a fact-based approach to your operational strategy, differentiating your customer experience, improving operational efficiencies and transforming your business model.

Get the information needed to make better decisions

By shifting your operations to a smarter, insight-driven operational model, you can take advantage of using enterprise data assets to make fact-based decisions to drive down costs, drive revenue growth through more flexible business models and harness dramatically increasing data volumes to make intelligent business decisions. As the growth of digital data is accelerating, discovering relevant business insights within the chaos of available information can lead to substantial competitive advantage. Business analytics and optimization solutions for media and entertainment from IBM are designed to integrate all your data providers and in-house sources to reveal timely and actionable business insights across five primary solution areas—core, customer, finance, digital media supply chain and advertising analytics.



Core analytics

As your data assets grow in number and complexity, you need a coherent structure to evolve effective information management. The cost and complexity of maintaining fragmented master data repositories can be an obstacle to higher revenue and lower costs. Core analytics from IBM is designed to help you create and maintain consistent, complete, contextual and accurate business data for all stakeholders across and beyond the enterprise.

We can help you build the capabilities to make the most of aggregated information across various line-of-business data sources. Core analytics provides the basis for effective planning and execution with clear objectives, activities, deliverables and benefits that help improve performance and reduce waste, such as:

- Speeding development of new products.
- Identifying and reacting to potential threats and risks.
- Aligning actions with your business strategy
- Integrating decision-making data within the organization across geographies.

Customer analytics

In the digital information age, your customers are demanding more service, more convenience and more personalized communications. Customer analytics from IBM can enable strategic decision making, opportunity assessment and revenue prioritization by providing insight and data for marketing, content, product development, customer experience and content interaction. We can help you collect, connect, and capitalize on consumer behaviors and profiles.

Our customer analytics offering brings together electronic and nonelectronic sources of data to help you predict, target and deliver customized content, offers and promotions. This capability can help you increase customer loyalty and reduce churn. We can help you implement the tools to analyze and improve insights into consumer interaction behavior. These insights can help illuminate paths for organizational growth and differentiation.

Financial analytics

Consumers and businesses alike are cutting back as the economy faces falling demand and increasing price sensitivity. Visibility into your financial data—and across your entire value chain—can help improve your decision making. Financial analytics from IBM can provide a framework for translating your financial strategy into value, optimizing decisions, investments and actions.

We can integrate your financial process—bringing together disparate platforms and sources to uncover business insights, provide scenario planning and simplify labor-intensive management reporting across numerous media content types and distribution channels. This approach can help you improve the accuracy of your financial targets to enable better financial decisions.

Digital media supply chain analytics

Managing assets for multiple media formats, across multiple distribution channels can be a complex endeavor. The digital media supply chain analytics offering from IBM can help you discover insights in production, cross-channel distribution and business support by providing integrated data management and business intelligence with scheduling optimization, revenue and cost analytics, and workflow analytics.

We offer a modular and scalable solution to help your media business improve management and monetization of physical and file-based multimedia assets. Our offering is designed to provide a holistic view of media assets across heterogeneous metadata sources. We can help you create an interactive digital library to consolidate, integrate and manage digital content from different sources. Our approach, helping you manage the metadata for digital media assets, is at the core of digital workflow transformation.

Advertising transformation and analytics

The advertising industry is experiencing a fundamental shift as the distinctions between advertising and marketing blur due to consumer adoption of new distribution formats. As the media and entertainment industry continues to evolve toward cross-platform advertising on broadcast, cable, online and mobile devices, advertisers and media companies need to optimize their media mix. Advertising transformation and analytics from IBM can help media networks, publishers, agencies and distributors provide insight to secure and retain ad sales across traditional, digital and mobile platforms.

Our offering is designed to provide consistent insight across distribution channels, allowing your business to track marketing campaigns and optimize your media inventory mix. It can help you drive efficiency and effectiveness across workflow processes, and optimize inventory yields. We can help you implement the tools to combine market data with enterprise data to track cross-channel advertising inventories, run scenarios on revenue and yield optimization, monitor sales force performance, and optimize channel strategies for consumers and advertisers alike.

Close the gap between strategy and execution

Business analytics and optimization for media and entertainment is designed to help you enhance consumer experiences and maximize content franchises with a strategic 360-degree view of your business through information management, advanced analytics and process management. IBM leads the media and entertainment business analytics and optimization market through the combined excellence of our professional services, portfolio of market-leading assets and optimized infrastructure platforms.

For more information

To learn more about business analytics and optimization for media and entertainment, please visit: ibm.com/media

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