

Case Study

Large TV and Radio Station Group



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BIAnalytix™ product provides corporate-wide analytics needs for a large Television and Radio station group in parallel with a complex traffic system migration.

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BIAnalytix™ provides corporate wide analytics for a large Television and Radio station group.

This Television group has a respected history of analyzing their commercial revenue using in-house developed management reports that were essential for critical business decision making. By 2007, an imminent upgrade of the operational traffic system for over 30 television stations, and additional sophistication of the requested analysis, dictated a fourth redevelopment of the Oracle data mart used for most of this analysis.

Solution

The in-house project team reviewed the functionality of the Decentrix BIAnalytix™ and decided to install this Media Analytics solution for a number of reasons:

- BIAnalytix™ was based on the latest technology from Microsoft.
- BIAnalytix™ components were open, allowing unrestricted in-house development, and the installation included training internal teams to leverage this open design.
- The functionality of the BIAnalytix™ Mediabase *for Broadcasters*™ already included most of the new requirements and had a number of advanced analysis options beyond the scope of the initial project.
- A number of required custom enhancements were able to be specified and included in the installation project plan.
- The in-house project team respected the Decentrix consulting team's lengthy media technology background, extensive industry experience and their past media project successes.
- The installation of the proven BIAnalytix™ system was determined to be a much faster, lower cost and lower risk project than a new design and development project.

Considerable care was taken, with input from Decentrix, to secure an experienced DBA in the Microsoft technology suite to compliment the in-house team's business development experience.

Next, the enhanced BIAnalytix™ system was installed to allow extensive testing of the traffic extraction, the history extraction, and the custom enhancements. Production Servers were commissioned from the IT database services team in parallel with these activities and the tested system was deployed to these production servers by the in-house team who took over all operational and enhancement responsibility.



Reconciliation of the new data warehouse was performed automatically by comparison of reconciliation cube reports to the existing data mart reports and all discrepancies tracked down and corrected for both history data loaded as well as the new nightly extract from traffic. With up to two (2) million extracted transactions every nightly load, performance was always a requirement because all transactions had to be processed available for business users each morning.

With the successful completion of these production goals for television data, it was decided to extend the BIAAnalytix™ data warehouse to load the commercial data from over 100 radio stations. As radio stations were converted to use the in-house Traffic system, the extraction program was used to load this data nightly to extend the powerful analysis implemented for television to be available for Radio Management across the group. Additional business data sources are planned for inclusion in the integrated data warehouse. Web revenue from station web sites, Nielsen audience data, Program Rights contract expenses are examples of sources where additional modules of BIAAnalytix™ can be installed to extend the data warehouse for advanced integrated analysis.

Benefits

Factors in the success of this sophisticated Media Analytics installation can be summarized as:

- The choice of a proven product using advanced technology lowered the risk, lowered the cost, and shortened the project delivery timescale.
- The client reporting team was both experienced and talented and was complimented by the acquisition of an additional DBA staff member with both talent and experience with the Microsoft technology.
- The Media experience of the Decentrix installation team ensured that the package and any custom enhancements directly addressed the media business requirements.
- The open design of the package allowing enhancements by the in-house team ensured that the system was very responsive to the requests and requirements of the business users.
- Extensive project experience of both the in-house and Decentrix teams supported by advanced large project development practices ensured the project was closely managed to business delivery goals.

About BIAlytix™

BIAlytix transforms the way a media business is governed by providing rich analytics that drive strategic insights. These advanced business metrics provide the framework for media executives to optimize their enterprise and extract maximum value from complex media processes within the fast-changing media marketplace.



Advanced Media Analytics



Data Driven Decision Making



Comprehensive Business Views



Intuitive Visualizations



Actionable Business KPI's



Consistent Information Governance



Mobile Analytics



24/7 Access to Accurate Data



Comprehensive Security Model



Scalable & Responsive Architecture

About Decentrix

Decentrix Inc., founded in 2001, is a global technology and service company that develops, consults and licenses software solutions and enterprise wide analytics for Media, Entertainment, Advertising, and Telecommunications companies.



1200 17th St #770, Denver, CO 80202
(303) 899-4000

www.decentrix.com

www.BIAlytix.com

info@decentrix.com