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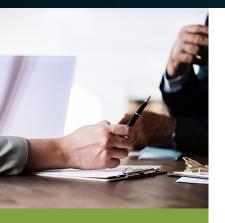
Enabling a Data-driven Culture and Reducing Reporting Efforts by 40 Person-hours per Month for a Leading Mass Media Company

The Challenge

Our customer is a leading mass media organization's ACoE team, responsible for gathering project-relevant data, portfolio management, and project support. Although it was efficiently performing all project management activities, it could not offer data-backed insights to justify its value to its leadership. Their previous attempts to make an impression on leadership did not provide the expected results.

Some of the key challenges they faced were:

- Disorderly categorization of their 30-odd applications across 10 business units and the 10 development projects worked on by the teams of five different vendors
- Inadequate record-keeping of technical consulting, tools evaluation, and delivery design consulting tasks
- Difficulty in identifying the key reporting areas that would align with the ACoE's strategic goals
- Issues with standardizing the Reporting & Governance framework
- Problems with streamlining the data collection process

The Solution

We analyzed every challenge individually to recommend the best possible courses of action. We created six key reporting areas (KRAs) that were in line with our customer's goals. We also offered thoroughly-researched stories for each KRA to the leadership to help bring to life the value of the ACoE. The stories enabled us to develop a department-wise data-driven analysis for use by the ACoE's Project Management team. It can now systematically categorize and report the organization's large-scale activities. Here are the six KRAs with some of the stories we used:

- **Financial Discipline Stories**- Calculating variations in the budget, and offering insights on potential savings and value-added services.
- **Service Excellence Stories**- Comparing demand with the effort spent on fulfilling it; measuring delivery, support and quality metrics and providing a report on trends.
- **ACoE & CIO Partnership Stories**- Showcasing the expansive reach and service penetration achieved by the CIO's team using data collected by the ACoE.
- **Service Standardization Stories**- Providing actionable information on how to reuse solutions and reduce unnecessary efforts.
- **Technology Roadmap Stories**- Offering strategic reports to create a flexible planning technique that matches short-term and long-term goals with specific technology solutions.
- **Engagement Success Stories**- Equipping the ACoE with a Business Satisfaction Index and a Project Excellence report.

Finally, we created a well-defined Reporting & Governance framework for the Project Management team's activities to deliver executive reports backed by statistical evidence.

Summary
Our customer, a leading mass media organization, was facing the challenge of justifying the ROI of their Analytics Center of Excellence(ACoE). Through a consulting engagement, we provided six different key reporting areas to quantify their work. It enabled them to adopt a data-driven approach to performance management. We also simplified their data collection process and provided a reporting and governance framework for project management activities.

Industry
Mass Media

Technologies
None

→ The Results

Our consultation services empowered the ACoE with an extensive analysis of their services. They can now offer data-driven reports on their efforts and achievements. We were also able to reduce efforts to consolidate and generate the ACoE team's reports by 40 hours per month.
We built a scalable and robust framework that can be reused by any ACoE team. Our stories brought consistency to the customer's reporting activities and provided definitive, irrefutable data about their accomplishments.

→ The Consultative Model

Implementation Roadmap

Quarter 1
- Streamline the data collection process
- Identify and build monthly/quarterly stories for major KRAs
- Educate the team on process and build governance

Quarter 2
- Build the proposed framework
- Operate and evolve by bringing in more data sources
- Standardizing quality and tracking other metrics

Quarter 3
- Plan for integration of systems
- Reporting Automation (BI & DW) Initiation

Quarter 4
- Reporting Automation (BI & DW) Implementation

About InfoCepts

InfoCepts integrates people, process and technology to help business users better understand data. Founded in 2004, InfoCepts is headquartered in Tysons Corner, VA with offices throughout North America, Europe & Asia. Everyday more than 80,000 people use solutions powered by InfoCepts to make better business decisions, faster.