

# Reduced costs and increased productivity through BI at Channel 5

## CASE STUDY

### Background

Previously, a team of analysts would spend a month collating data from various different departments, consolidate it within a Microsoft Excel spreadsheet and manually calculate profitability. The Sales department provided revenue data, and the research department provided viewing data, cost of transmissions data and the scheduling information. This laborious exercise, repeated every six months, was resource intensive, prone to error, and did not provide the information at the required level of granularity.

Channel 5 asked Hitachi Consulting (formerly Information Management Group Ltd.) to deliver a solution that would automate this reporting process. Hitachi initially delivered a proof of concept (PoC) based only on finance and viewing data, to prove the business logic of the solution. The PoC highlighted several potential gains that could be realised by replacing the manual process, and Channel 5 decided to proceed with a full solution.

### The solution

The new BI solution consolidated data from various sources across the business, such as revenue data, finance data, transmission data and viewing figures into a data warehouse.

With the new solution, the business could run reports whenever required in order to assess current profitability figures, as opposed to twice a year with the previous method. Reports are now instantly accessible at a much higher level of accuracy.

Previously, the reports from the existing Sales system were pre-defined, with little flexibility, and the system did not allow for ad hoc analysis on the data. The new BI solution replicated every report within the Sales system and implemented all of the calculations. The complexity of these calculations was significant, and the majority of the development time was spent implementing them.

The entire Sales team now have access to the reports and analytics capability via an online interface. The reports are served instantly, unlike in the previous system, and users can perform ad hoc analysis on the data in order to gain a deeper understanding. Slice and dice functionality and the ability to drill down into the data enables the users to identify opportunities quicker and take remedial action of any potential issues. Overall, the system has resulted in more effective decision making and increased productivity. Hitachi developed the solution on the Microsoft BI platform.

The new solution has increased productivity and reduced costs by providing more accurate and instant reporting. As well as the finance department, the research department also benefits from the new system. Channel 5 has achieved a consolidated and accurate view of their business, enabling more effective decisions to be made. Significant cost savings have also been realised, due to a better understanding of the business.

# five

Channel 5 was launched as Britain's fifth and final terrestrial broadcaster in March 1997. In July 2005 the channel became wholly owned by RTL, Europe's largest broadcaster. Well over 30 million UK viewers watch Channel 5 any given week, and in a typical month the channel reaches three quarters of the UK population, equating to 42.5 million people.

### Why Hitachi?

Our approach is tried and tested, with more than 100 customers across diverse industries and application areas. We offer proven experience at the cutting edge of our field to enhance your data management systems. We can help you secure the maximum value from your information assets with our affordable and creative options that will help drive your organisation forward.

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