**Customer Profile**

The customer is a leading North American media and technology company delivering television content and in-home and out-of-home television services to over 100 million homes. The company owns and operates several television networks along with hundreds of full-power DTV television stations and subchannels.

A longtime operator of Imagine Communications Advertising Management Systems, the customer leverages LandmarkOSI™ Traffic & Billing to manage all aspects of their sophisticated operation of networks, local stations, cable feeds and subchannels.

**Business Challenge**

The company uses business intelligence (BI) to understand all aspects of their sales inventory and to enhance their selling ability. As an operation that relies heavily on BI to make fast, data-driven business decisions, they were recently faced with the daunting prospect of having to replace their well-used but aging, in-house BI system.

Their goal was to implement an easy-to-use system that would not only provide the same analytics tools as their current system, but would also deliver additional reporting dimensions and alert and data visualization capabilities. In addition, they wanted the new system to enable deeper drill-down into the details.

**Technology Solution**

The company researched a number of major BI systems including Landmark™ Analytics, and also investigated building another in-house application as they considered the best course for replacing this valuable business system. They ultimately selected Landmark Analytics based on a number of different criteria, including media-industry savviness of the solution and the tight integration and detailed data load process between the BI platform and their LandmarkOSI Traffic & Billing system. Additionally, the application delivers dashboards and metrics to any platform and device — out of the box — enabling management and sales to have immediate access to key information, whether in the office or on the go.
Landmark Analytics also makes the process of installing a BI system much more straightforward. Data warehouse and business intelligence setup can be complicated, with considerable time spent integrating hardware into the environment, designing and implementing a data model and mapping varying data. Setting up the data load — known as the ETL process (extract-transform-load) — to pull data from connected systems can also be a time-consuming challenge.

With Landmark Analytics, the installation involved simply configuring a server to standard settings and installing the product and the data warehouse. The data warehouse and ETL processes are preconfigured for Imagine Communications systems, including LandmarkOSI Traffic & Billing, and the product comes pre-mapped to the Landmark Analytics data warehouse.

In the future, the customer plans to add additional business applications to Landmark Analytics with the goal being to create a one-stop shop for business intelligence and remove spreadsheets from the daily reporting process. Imagine Communications is regularly adding dashboards to enhance the value of the system, and is providing assistance and advice for in-house report management.

**Business Value**

The data provided by Landmark Analytics is a critical element of the day-to-day operations of the company — delivering insights into current trends and identifying new revenue opportunities. The customer’s advertising sales team uses the system heavily for inventory analysis of the current and following weeks. An inventory dashboard covering their main and digital networks is distributed across the organization, including to the CEO.

The new system enables the review and analysis of inventory sellout and rates by daypart, as well as creates dayparts on the fly, combining different time blocks or programs. Leveraging the drill-down capabilities of the application, the team is constantly exploring history, pacing and more. Anytime there are questions or additional detail is needed, users can drill into the data with a click to review specific advertiser, daypart or program information. Users leverage the software to manage direct response times and spot details, and extensive drill-down analysis on inventory by break type.

Outside of driving revenue, Landmark Analytics also delivers key operational benefits. The staff can now access all of their reporting information from a single place rather than from multiple locations in LandmarkOSI Traffic & Billing and build reports exactly as they want to see the data — with no reformatting required. Budget information stored in Microsoft Excel can be loaded into Landmark Analytics without manipulating any data.

The biggest challenge the company is having using Landmark Analytics is a nice problem to have: There is so much data and so many options, that the company is constantly coming up with new uses. Future plans include adding ETLs for additional operational systems for budgeting, CRM and ratings.