EMC ADVERTISING ANALYTICS SERVICE FOR MEDIA & ENTERTAINMENT
Leveraging analytics for actionable insight

ESSENTIALS
Put your Big Data to work for you
• Pick the best-fit, priority business opportunity and baseline ad spend
• Build use cases that drive next-generation business intelligence and analytics
• Create a conceptual architecture for a more agile data platform
• Assess readiness of data quality, governance, and security
• Develop a vision for applying cloud capabilities
• Integrate findings into a phased roadmap

Media & entertainment companies are looking for ways to grow revenue from digital content, improve customer experience online and in person, grow box-office revenue, and drive increased viewership/readership. In order to compete, they must harness data from multiple sources and translate it into actionable insight that enables them to target advertising for key audiences.

BUSINESS CHALLENGE
Almost any entertainment product and experience can now be digitized and subjected to disruptive forces that vie for two precious commodities: consumers’ wallets and consumers’ time. Content producers, broadcasters, publishers, game developers, service providers, advertisers, and theme park operators alike are asking:

• How can we improve audience and consumer metering to provide more accurate, near-realtime measurement of who’s experiencing what, when, and where?
• How do we integrate social, transactional, and other forms of data to develop a 360° view of our most valuable or influential consumers?
• How do we develop and integrate recommendation tools to provide targeted content and advertising services?
• How do we translate mobile data and location-based services into revenue?
• Which audiences are most receptive, which distribution outlets are most effective, and what messaging generates the desired interaction?

Historically, media & entertainment business users and their business intelligence (BI) providers—whether they are part of an internal enterprise IT organization or an external provisioning organization—have only had a small subset of data available to answer these key questions.

The result is that users have been forced to make critical decisions without the information they need. The business has to rely on “gut feel” and historical—potentially outdated—experience rather than on sound and verifiable information.
Industry research tells us that most business leaders and their BI providers:

- Are aware of bad decisions that were made because decision-makers did not have access to accurate information
- Don’t have access to all the information needed to do their jobs

Today, IT professionals in media & entertainment need to gather massive amounts of data of varying types, at different velocities, from multiple disparate sources:

- Content metadata
- Nielsen data, sales data, contracts, social media feeds, website data, and application and mobile device data all contain potentially important information about customer engagement and customer satisfaction
- Traffic data from content delivery networks (CDNs)
- Various financial and content rights data

These new, vast, and complex types of data, termed “Big Data,” are now readily accessible and can provide significant, material and actionable insight into consumers and operations. New data sources (web activity, mobile or location data, and social feeds) can now be combined with traditional data sources to enable levels of consumer and operations insight that were previously unachievable. Tapping into these new sources will enable business users to outperform their industry peers.

**SERVICE DESCRIPTION**

To develop a Big Data strategy to capitalize on such new business insight, you must address more than just data volume. A successful Big Data strategy must consider the velocity, variety, and complexity of information available:

**Volume:** data volumes approaching multiple petabytes

**Velocity:** data being generated and ingested for analysis in real time

**Variety:** tabular, documents, email, metering, network, video, image, and audio

**Complexity:** different standards, domain rules, and storage formats per data type

The EMC® Advertising Analytics Service for Media & Entertainment helps you identify the right Big Data business opportunity and build a comprehensive roadmap to capitalize on it. EMC Consulting has a proven approach that ensures that Big Data management and its supporting architecture address the issues that emerge from the wide variety of data formats, data velocity, and the complexity of the data asset. You may need to update existing tools, platforms, and approaches to exploit the business potential of Big Data.

**STEP 1: PICK THE BEST-FIT, PRIORITY BUSINESS OPPORTUNITY AND BASELINE AD SPEND**

In the first step we work with you to identify where and how Big Data and analytics can empower your organization. We use our proven Analytics Valuation Methodology to identify strategic business initiatives that are cross-functional, provide compelling business value, have measurable goals, and have a well-defined delivery timeframe.
STEP 2: BUILD USE CASES THAT DRIVE NEXT-GENERATION BUSINESS INTELLIGENCE AND ANALYTICS

A comprehensive user experience that covers reporting, dashboards, ad-hoc query, and analysis is needed to support the more timely decision making enabled by Big Data. EMC Consulting takes a use case approach to identify the ramifications to your business intelligence (BI) and analytics systems from new Big Data sources. We will:

- Assess your current BI and analytics environment
- Document the impact from Big Data on your BI and analytics environments
- Map your current capabilities to the EMC Big Data Maturity Curve

STEP 3: CREATE A CONCEPTUAL ARCHITECTURE FOR A MORE AGILE DATA PLATFORM

Existing OLTP-centric relational database management systems were never designed with Big Data in mind, and customers struggle to meet their analytic needs with those traditional tools. Rapidly growing volumes of data strain the traditional data pipeline to the breaking point, forcing organizations to work with summaries and samples of data in batch mode. This results in a retrospective view of the business.

The cycle time from data to analysis is measured in weeks rather than hours; as a result, the quality of the analytics suffers. New massively parallel processing-based data warehouses provide a scalable and agile data warehouse platform capable of exploiting the business value of Big Data. EMC Consulting will help you develop a plan to support fast ingestion and integration of new structured and unstructured Big Data sources. We’ll help you create an agile, extensible platform that can accommodate change. We will:

- Assess your current data warehouse environment and document Big Data’s impact on it
- Assess your current ETL environment and document Big Data’s impact on it
- Create an agile data warehouse architecture that is extensible and able to rapidly ingest new data sources, has flexible data models for dynamic insight, and augments ETL with ELT to enhance data enrichment capabilities

STEP 4: ASSESS READINESS OF DATA QUALITY, GOVERNANCE, AND SECURITY

Your data must provide a trusted view of your business. Organizations need a “business plan” that treats data like an asset, not as an expense to be avoided. This plan must cover data quality, governance, and security, and cultivate both internal data as well as third-party data sources. A thorough, well-designed plan will constantly monitor, enhance, and ensure the security, accuracy, and completeness of your organization’s strategic data stores on an ongoing (operational) basis and address data procedures, policies, and organizational discipline. EMC Consulting will:

- Ascertaining your level of data quality, governance, and security maturity
- Document Big Data impact on data quality and data governance processes
- Create a Data Quality Scorecard that measures current levels of Big Data readiness
EMC’s Information Security Risk Assessment service begins with discovery and planning sessions to better understand your organization’s most valuable information assets and the controls in place to protect them. Information and physical security policies, security implementation procedures, information requested on previous assessments, policies and processes, as well as data collected through questionnaires, workshops, and interviews provide EMC consultants with the information needed to conduct the information gathering phase of the engagement. EMC Consultants then review key threats and vulnerabilities, probability of occurrence, and the impact potential to your business should an incident occur. Current state physical, administrative, and technical controls are reviewed and a gap analysis of your current state versus industry leading control standards is performed. At this point, the maturity level of your information security program and related procedures is assessed. Next, a remediation roadmap is developed, reflecting priorities, high-level timeline, interdependencies, and sequencing of initiatives required for a practical, value-based remediation plan. The project concludes with an Executive Presentation that summarizes findings, gaps, maturity, and recommended implementation priorities.

**STEP 5: DEVELOP A VISION FOR APPLYING CLOUD CAPABILITIES**

A cloud architecture can impact your enterprise information management capabilities. It offers opportunities for self-service BI and analytics to support short-window business opportunities. It can provide integrated collaboration for analytics around a specific subject area or business opportunity. When used correctly, it can accelerate "data monetization” efforts. To help you leverage cloud architectures to transform your data management capabilities, EMC Consulting will:

- Review cloud capabilities and enablers against your Big Data challenges
- Map your current capabilities to the EMC Cloud Maturity Curve
- Identify specific areas where cloud can have material impact

**STEP 6: INTEGRATE FINDINGS INTO A PHASED ROADMAP**

EMC Consulting will build a comprehensive transformational roadmap focused on driving your highest priority business initiative. The roadmap is tailored to your unique organizational and technical requirements and capabilities. It addresses the five critical Enterprise Information Management dimensions we discussed in steps 1 through 5. We’ll provide an executive-level presentation that contains a detailed assessment of your current capabilities with recommendations for addressing the findings from each of the Big Data Advisory Service steps.

**SERVICE VALUE**

Media & entertainment organizations that integrate high-value Big Data sources into a coherent information management infrastructure will be able to:

- Benefit from more agile, current, and accurate decision making
- Predict and spot changes in dynamic and volatile markets
- Increase marketing dollar utilization and effectiveness
- Facilitate timely optimization/prioritization of multimillion-dollar marketing campaigns
The EMC Consulting Advertising Analytics Service for the Media & Entertainment industry helps you create business and IT architectures that have the potential for creating substantial new revenue streams and increasing your competitive advantage.

LET EMC CONSULTING HELP YOU REALIZE YOUR AMBITIONS

As part of EMC Corporation—the world’s leading developer and provider of information infrastructure technology and solutions—EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With deep industry insight, EMC Consulting guides and delivers innovative and proactive thinking to help clients unlock the value of their information and accelerate IT transformation. EMC Consulting drives execution for clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

CONTACT US

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at www.EMC.com.