



Resolving Data Chaos: Managing Data Overload for an Advertising Agency

ABOUT CLIENT

- A multinational B2B advertising and PR agency headquartered in Tokyo, Japan.
- With a remarkable legacy of 100+ years, the company has evolved into one of the largest and most influential advertising agencies globally, ranking among the world's top 10 largest advertising agency networks in terms of annual revenues.
- Content marketing, commercials, campaigns, CXM, and Media Relations are some of the major forte of the agency.

PROBLEM STATEMENT

Before initiating the project, the client faced difficulties in managing heaps of unscattered enterprise data, and its manual analysis. The existing methods felt outdated and slowed down their ability to quickly understand insights for business success. In our team talks, we pinpointed these core issues:

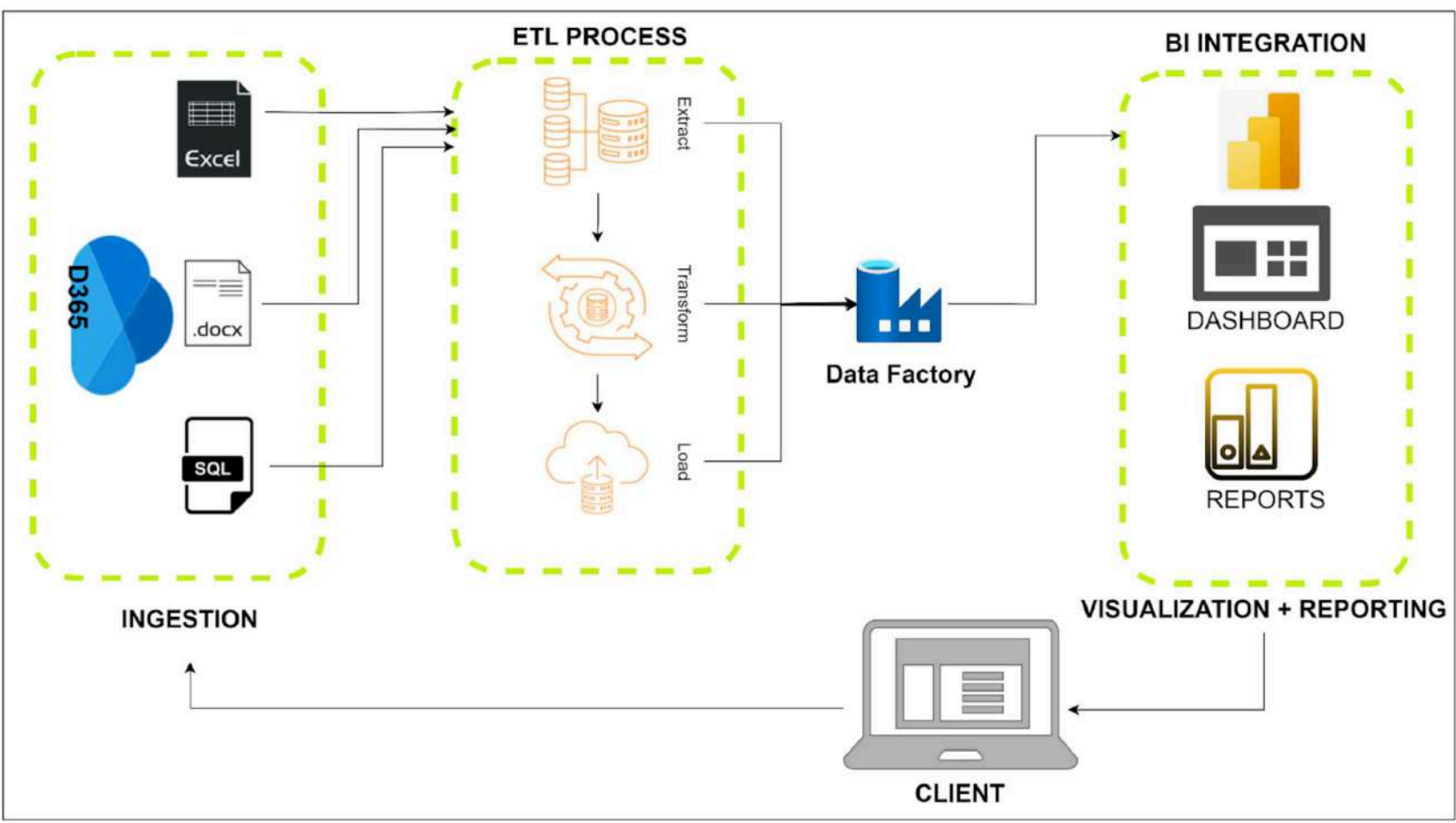
Data Complexity:
Handling extensive financial data of the company including transaction records, market data, and investment portfolios, became increasingly overwhelming, creating a significant hurdle for efficient data management and analytics.

Reporting Bottlenecks:
The conventional manual reporting methods not only consumed a lot of time, were prone to errors but also lacked the flexibility required for prompt decision-making.

Data Silos:
Data spread across different departments resulted in gaps in information and operational inefficiencies. The client faced challenges in ensuring seamless communication and coordination due to this decentralized data structure.

SOLUTION

To address the mentioned challenges, our data experts worked closely with the agency's internal IT and Finance team for a 360-degree digital transformation of their finance data management process. We helped them with:



- **Data Warehouse Set-up:** We implemented a centralized data warehouse to collectively store, manage, and analyze the company's finance data in real-time. This served as a structured and secure storage for various types of data including transaction records, market data, investment portfolios, etc. Our efforts aimed to enhance accessibility for all the related stakeholders, enabling them to engage in tasks such as data analysis, visualization, reporting, and various other related functions.
- **Business Intelligence Reporting:** We deployed a comprehensive Power BI Desktop application, enabling stakeholders to gain real-time insights across key metrics such as Finance, Accounting, Asset, and Operations through a unified reporting and analytics platform.
Respective stakeholders utilized the implemented BI set-up and service to gain real-time analytics on finance data. Over 20 dashboard reports were delivered, catering to the specific needs of departments including Finance and accounting, HR and employee Management, Asset and operation Management, Accounts Payable, and Accounts Receivable.
- **Advanced Data Analytics:** An advanced analytics platform was introduced to streamline data visualization and enable complex data analysis and management. This allowed the customer to derive meaningful information from their financial data effortlessly.

BUSINESS IMPACT

Our team successfully delivered a comprehensive data visualization and Business Intelligence solution to monitor their finance data and related KPIs effectively. The implemented solution ensured:

- **Financial Visibility:** Intuitive dashboards and real-time reports offered deep insights into the agency's financial health, enabling prompt responses to market trends, and financial opportunities.
- **Streamlined Reporting:** Automated reporting significantly reduced the time required to generate financial reports by 43%, freeing up valuable time for stakeholders to focus on strategic planning and analysis.
- **Data-Driven Decision-Making:** The company transitioned to data-driven decision-making, resulting in improved investment strategies, cost management, and overall financial performance.
- **Real-time Insights:** The Power BI implementation empowered stakeholders to conduct real-time data analytics, gaining deep insights into finance, accounting, asset management, HR, and more.

All-in-all, our collaboration with the multinational B2B advertising and PR agency resulted in a successful transformation of their finance operations. Leveraging MS Azure, MS D365 ERP, Synapse Serverless Environment, and PowerBI, our team implemented a centralized data warehouse, streamlined reporting, and introduced advanced analytics, significantly improving financial visibility, streamlining reporting processes, and fostering informed decision-making.

Media & Entertainment

- Azure Data Engineering,
- Business Intelligence (BI),
- Data Warehousing,
- SAP Integration with PowerBI

Asia-Pacific

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