



CASE STUDY

HOW A LEADING MULTI-BRAND MEDIA COMPANY CREATED A SMART GLOBAL DATA AND ANALYTICS PLATFORM FOR THEIR CLIENTS

HIGHLIGHTS

- Business case for the executive leadership team to launch a new global product approved.
- Global technology and business needs defined and aligned to create and deliver a new smart data solution
- New operational, organisational and commercial models agreed for the business to allow for continuous innovation

THE OPPORTUNITY

The executive leadership team at our client recognised that their success in delivering *innovative marketing data and analytics solutions* to their global customers could be standardised and automated. To do this they needed to create an industry leading global smart data and analytics platform for their clients.

CHALLENGES

- Creating a clear, prioritised roadmap for the new products and services that a new platform would need to power. This would cover the needs of 10 of their major global brands spread across their largest markets
- Designing the operating model to support sharing and adoption of best practices, without slowing down the innovation in local markets or for clients
- Building the organisational structure required to design, develop, operate and support this new platform-as-a-service
- Defining the commercial model for the new offers including, but not limited to, target customers, target markets, pricing models, charging models and go-to-market channels
- Developing scalable, repeatable processes for smooth client onboarding

THE JOURNEY

Fintricity were selected to create and deliver this strategic programme. We were chosen because of our unique experience of agile digital transformation and our deep understanding of how big data and predictive analytics can deliver step change improvements in marketing performance and efficiency for advertisers.

We created a 3-phase approach for the program, designed to ensure rapid stakeholder buy-in, appropriate resourcing and the necessary funding to deliver fast results.

Phase 1	Global Data Strategy to define the market opportunity, client needs and drivers, a competitive analysis and the current and future state analysis of our client. This was supported by the creation of a business case proposal outlining the approach and funding required to achieve initial success.
Phase 2	Data & Analytics Deployment Programme to drive scalable adoption for their largest clients across their top 10 markets globally. This also covered the setup and enablement of people, process and technology components needed to roll out the service to local markets and initial clients.
Phase 3	Transition to a Steady State once operating successfully on a market-by-market basis.

THE RESULTS



GLOBAL EXECUTIVE TEAM AGREEMENT

Consensus achieved within the global executive leadership team for a new global product and service platform across a complex, highly federated organisation.



IT & BUSINESS ALIGNMENT

Aligning the technology delivery to business and market needs.



SCALEABLE, REPEATABLE SMART DATA SOLUTION

Moving from a custom technology-led approach on a client by client basis to a more standardised approach to allow for scale and repeatability.



ABOUT FINTRICITY

Founded in 2001, we have been at the forefront of big data, analytics, technology and digital transformation for over 15 years. Entrepreneurs at heart, we take a business-first approach to match the right blend of solutions and technologies to solve our clients' specific business challenges.



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