

Transformation for Media Sales Ad Platform and Operations Optimization

Customer

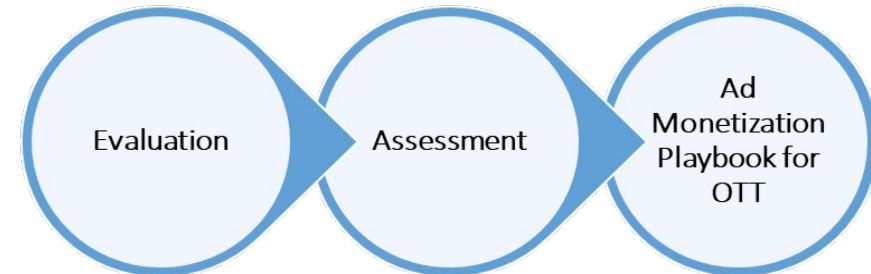
South African leading broadcaster

Scope

- Tata Elxsi performed consultancy services for creating a Business Case for AI driven Ad Sales Platform and a longer term roadmap for creating a monetization eco-system
- Consultancy Practice works with clients in strategy development for transformation and performance improvement, covering workflow, technology, people and processes
- Development and deployment of AdTech solution and systems for digital transformation and operation optimization

Scaling to next level

- Collected the business requirements and outlined short/medium and long term roadmap to customer
- Identified the optimization areas and provided industry practice solutions
- Introduced to programmatic advertising
- Provided solutions which can provide transparency across the eco system
- Completed a PoC with Integration of Ad Management tool In existing Customer workflow
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- Current Operations
- Peers in the market
- DMS User Growth Estimates
- Evaluation of the Data Sources (First Party, Second and Third Party)
- Industry Trends

- **Demand-Side Vendors:** Current offerings
- Suitability to DStv Direct Sales
- To ensure all the dependencies are sorted out
- **Supply-Side Vendors:** Classification, suitability for remnant inventory, client interfacing, campaign management interfaces

- Commercial (proprietary) or Partner provisioned Ad Platform
- Ad Monetization - Customized and Scalable implementation choices for DMS
- A Data Strategy to gather Intelligence, technology deployment for Targeted Advertising
- Ad-Sales – A Complete Workflow Definition for DMS

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- Develop a transparent interface for advertisers and agencies to buy/sale Inventory and Ads .
- Implement a single solution to empower digital workflow across Sales, Marketing, & Customer Services

Scaling to next level

- Intuitive ad booking process
- Configure packages & rate cards
- Interactive dashboards & reports
- Cross media planning and buying – linear & digital
- Automated proposal & I/O generation
- Sales workflow automation
- E2E digital campaign workflow management
- Campaign progress & performance tracking
- Actionable insights & alerts

Scope

- Personalized package recommendations & Better pricing prediction for inventory
- Intelligent decision making and Audience at your fingertips

