

Client is one of the largest media house that carries out media planning, execution and reporting for its end clients. They operate across over 100 countries helping companies build brands and positioning their products & services in a competitive market-place.

Ranked as the Worlds most admired Company for successive years, the client is a leader in business outsourcing services, analytics and compliance expertise; With around 600,000 clients world-wide, client's basic idea behind the expertise it holds is simplicity & automation. It chose Pierian to be its preferred in-country partner for its whole of Middle East Region.



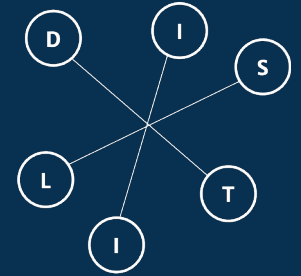
Key Challenges



Basic Operational Issues

Diverse data sources varying with client and high volume associated with click level tracking; Identification and implementation of standard sources and standard reports for a diverse client base; Seamless client onboarding; data reconciliation with standard reports published by data providers

The Pierian Edge



Pierian's domain expertise in process reengineering has helped client to harness below benefits:

- Standard connectors were used to source all data from data providers to ensure standardization across clients
- Data warehouse at the most granular level to provide comprehensive reporting & analytics capability was built
- Client specific marts to ensure robust security and address client specific dimensional reporting
- Flexibility of user specified visualization tools accessing SSAS cubes
- Extend reporting capabilities through user defined KPI
- On boarding tool to ensure seamless on boarding of multiple clients with diverse requirements
- Robust validation process to ensure reconciliation with data providers

Started with 2 resources in 2006, today our dedicated team of 30, form the back bone of the clients delivery

Key Outcomes	Areas of Impact
<p>Process Streamlining</p> <p>Pierian team, created a consistent data asset by integrating multiple sources for enterprise-wide use in a secure manner.</p>	<p>Data Management & Reporting</p>
<p>Improved Quality & Timelines</p> <p>Pierian team helped in near real time reporting that allows alteration to campaigns. It also increased leverage of platform through seamless on boarding of multiple clients. Also, we provided the ability to determine efficacy of different media channels on a single reporting platform.</p>	<p>Customer Service and Support</p>

Overall Business Impact

Our accounting services team partnered with the client to identify avenues for process standardization, improvements & automation. This not only resulted in reducing their cost and optimizing their processes but also helped achieve a high level of operational excellence.

About us

Since its inception in 2002, Pierian has moved from strength to strength, building newer capabilities powered by its unique DISTIL Approach. Today, Pierian stands tall as the knowledge-centric consulting and solutioning partner.

Over the years, our dynamic team has worked with some of the Fortune 500 Companies and innovative start-ups in the wide areas of its expertise, spanning diverse industry verticals. We support our clients in working smarter and achieving accelerated growth through process transformation, digital technology enablement, and analytics-driven business insights.

Information about how Pierian collects and uses personal data can be provided by our executives. For more information about our organization, please visit our website.

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