Data Harmonization
for Efficient Digital Supply Chain

Client

World's Largest Entertainment Production Company

The Problem

For digital content that contributes $4 billion in revenue, the weak link in the supply chain is the nature of the data pipeline, which in the correct state is rigid & fragmented.

The Before State

The supply chain starting from digital content request to going live is tracked using multiple silo data sources and requires skilled executives to monitor revenue leaks.

The After State

The solution helped ensure on-time delivery of the digital contents and thus, **saved half a million dollar per year from revenue leaks**.

The LatentView Solution

Built a data ecosystem from multiple disjointed unstructured and structured data sources by leveraging the AWS cloud platform for big data, thus providing a monitoring platform.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

For more information, please visit **www.latentview.com** or follow us on **LinkedIn**, Email: **sales@latentview.com**