

Background

One of the largest entertainment company was also operating in generation and distribution of feature films, TV programs, International programs and documentaries. It has media distributor's globally generating and/or distributing media content. With growing operations and content to be scheduled, their existing contracts/vendors management and media distribution-scheduling applications needed a total revamp. Revamping of such applications was necessary for timely and accurate coordination with media distributors world-wide.

Challenges

Key media management personnel were requiring accurate and up-to-date operational reporting without any wait. Without such operational reports, it was not possible to meet tight deadlines of scheduling. However revamping of their applications in object oriented data structures impacted report performance. Besides database performance issues, current operational reports were based on complex view structures defined in application databases to make matters worse. Such degradation barred operational reporting to be run directly on applications databases.

Solution

Provish Consulting Data Architecture services architected and implemented Operational Data Store solution to facilitate near real-time operation reporting available from separate database.

Using application database's real-time replicator tools, separate staging area was populated for capturing any changed-data. Data Integration platform then populated ODS at refresh of 1 hour interval from Staging Area. It also resolved complex object-oriented source structures into relational schema by populating bridge or associative tables and enhancing denormalization when needed for faster performance.

Business Intelligence layer was pointing now to dedicated ODS rather than source applications and more canned reports were added.

Results and Benefits

- Executives availed real-time dashboards giving pipeline view of their production pipelines at every 15 minutes. This reduced manual report preparation by analysts which enabled them to work on real bottlenecks in loan origination phases rather than just reporting it.
- Using ODS for all operational reporting needs relieved source applications from performance issues. Near Real-time updates to ODS provided key management similar level of accuracy in reporting with negligible latency.
- Relational schema and reporting friendly structures in ODS helped improve reports' performance. This resulted in enhanced user experience and fewer BI server crashes. Also using simplistic database tables rather than complex views embedded in applications cleared all performance issues on application databases.
- Reporting layer was no-longer impacted by source structure enhancements and changes on application databases. Such changes now were possible to assimilate in ETL layer.



Technologies Utilized

Cognos ReportNet
IBM DB2 with Data Propagator
Informatica PowerCenter
Embarcadero ER-Studio



Provish Consulting

Our Information Management services and solutions let you focus on your core business functions with all vital information and knowledge being made available at your fingertips. Our deep expertise in Business intelligence, Data warehouse and relevant Information Management areas ensures high quality solutions at most compelling value proposition.

To discuss how we can help your organization achieve optimum solutions, contact us at

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