



Let's Solve



A Larsen & Toubro  
Group Company

Reimagining a  
**Seamless Business  
Experience** for a Top  
Multimedia Conglomerate



## Summary

An American multinational mass media conglomerate replaced its manual product development approval life cycle process system with a Custom Salesforce Community solution. Migrating legacy data and integration of business applications resulted in a streamlined process workflow, with faster report generation and a 360 degree visibility across its ecosystem.

## Client Profile

A world-leading multimedia entertainment company that deals in video and audio content. Their core business offerings consist of media networks and film entertainment.

## Business Challenge

The Consumer Products (CP) division of the media company was looking to transform their Product Development Approval system to achieve –



**Reimagined UI/UX**



**Faster & Efficient Approvals**



**Seamless Connected Ecosystem  
with Internal & External Users**

Being a major media brand, the customer needed a solution that would tackle these challenges seamlessly. Further, they wanted to simplify the complexity of workflows to achieve higher business growth, develop a PD approval system, and generate metric reports for statistics tracking.

## What LTI Did

LTI was selected as the lead System Integrator (SI) in the transformation journey. With an objective to automate the processes and improve overall workflow of the product development process, LTI designed and implemented multiple methods and processes in an integrated solution to accelerate the growth.

### The new Salesforce Community Cloud solution provided several changes:



#### Platform transformation

The Salesforce Cloud Platform meant lesser maintenance, better scalability and easy configurability.

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#### Reimagined UI/UX

The legacy application UI was revamped through a Design Thinking approach with end-user interviews, user sessions, workshops. The persona-based design approach for application flows and wireframes led to greater user acceptance, better productivity and reduced offline approvals.

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#### Faster and efficient approvals

The fully configurable workflows for each region led to global users involved and products getting approved. The key highlights were features like user alerts/ notifications for new/ pending actions and end-user reports to track progress, status, performance of the product submissions and processes.

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#### Connected ecosystem of partners & internal stakeholders

The fully configurable workflows for each region led to global users involved and products getting approved.



### Integrated consumer products landscape

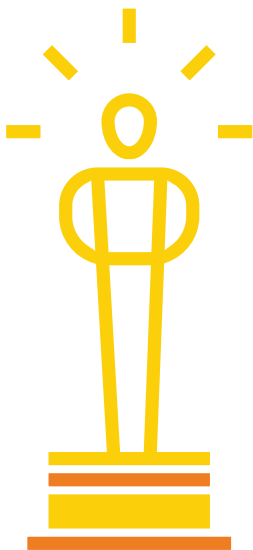
LTI's Salesforce Practice integrated the data flow across applications in the enterprise landscape. The integration involved contract data that drives the product submission creation process as well as user administration management module for external users.



### Largescale legacy data migration/ image migration

Transitioning from the legacy system involved a huge data migration (over 2 million data records and 2 million image files) in terms of moving the current data (contracts, submissions, components, image files, user details) into the new system.

## What was Achieved



- Discovery, Consulting & System Integration
- Building next-gen UI/UX
- End-to-end business workflow implementation using Custom Salesforce Lightning solution
- New core functionalities like Submission, Component, Image processing List Views, Comments, Legal Lines, Buy Board, and Report
- Integration and Data Migration powered by DBAMP and Informatica as middleware
- Visible improvement in the performance through code optimization along with excellent adherence to regulatory compliances
- Automated Regression testing using Selenium and DevOps implementation.

## Business Benefits

**25-30% reduction**

in submission creation & approval process time

**50% improvement**

in turnaround time for product development

**50% increase**

in user adoption rate due to re-imagined user experience

**360° interaction**

across content creation ecosystem (partners, agents, sales and creatives)

**2X faster**

report generation

**100% streamlining**

of process workflow

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## Key Takeaway

LTI was able to successfully upgrade the customer to an automated and efficient content creation platform. The new Salesforce Tracker+ solution has improved process visibility. The simplified workflow has helped in incorporating higher business flows into the system.

**This solution has been presented at Dreamforce 2019 as part of the media keynote.**

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