

Solving for The Great Restructuring

L&T Group
Our Rich
Heritage

80 Years
Of Experience

\$21 Bn
Turnover

Engineering
DNA

Long-Term Global
Relationships

Challenging status quo and outperforming the market

\$2.1B
FY22
Revenue

10x growth
in market cap
in 5 years

Rated #1
competitor
to traditional
consulting firm

Transforming the **Media and Entertainment** Industry
Solving for the 3 C's—Content, Consumer and Compliance with data

KEY ASKS

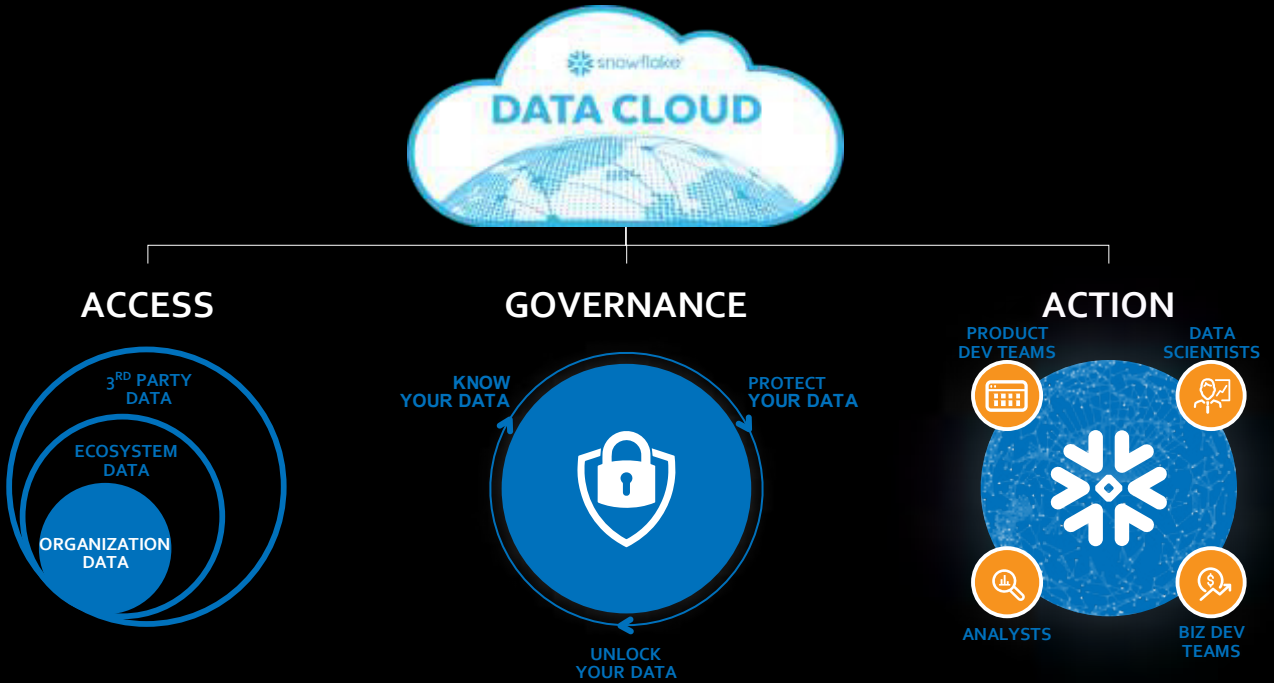
MAKING A DIFFERENCE

Content	Consumer	Compliance
<ul style="list-style-type: none"> Better supply chain visibility Higher ROI on content Differentiated and personalized contextual content 	<ul style="list-style-type: none"> Personalization at scale Customer LTV maximization Track and improve quality of experience 	<ul style="list-style-type: none"> Privacy Compliance First Party Data Governance Gear up for a cookie-less future
<p>Helping media companies overhaul their content supply chain to support faster content throughputs and back content demand, while preventing content leaks leveraging the power of data.</p>	<p>Helping media organizations define the next gen consumer experiences, identify newer avenues of content monetization, maintain balance between cost and ad-tolerance—across video, music, gaming and metaverse services</p>	<p>Leveraging deep understanding of the relationship between media, data and tech we help media organizations put effective systems in place to manage privacy and data governance</p>

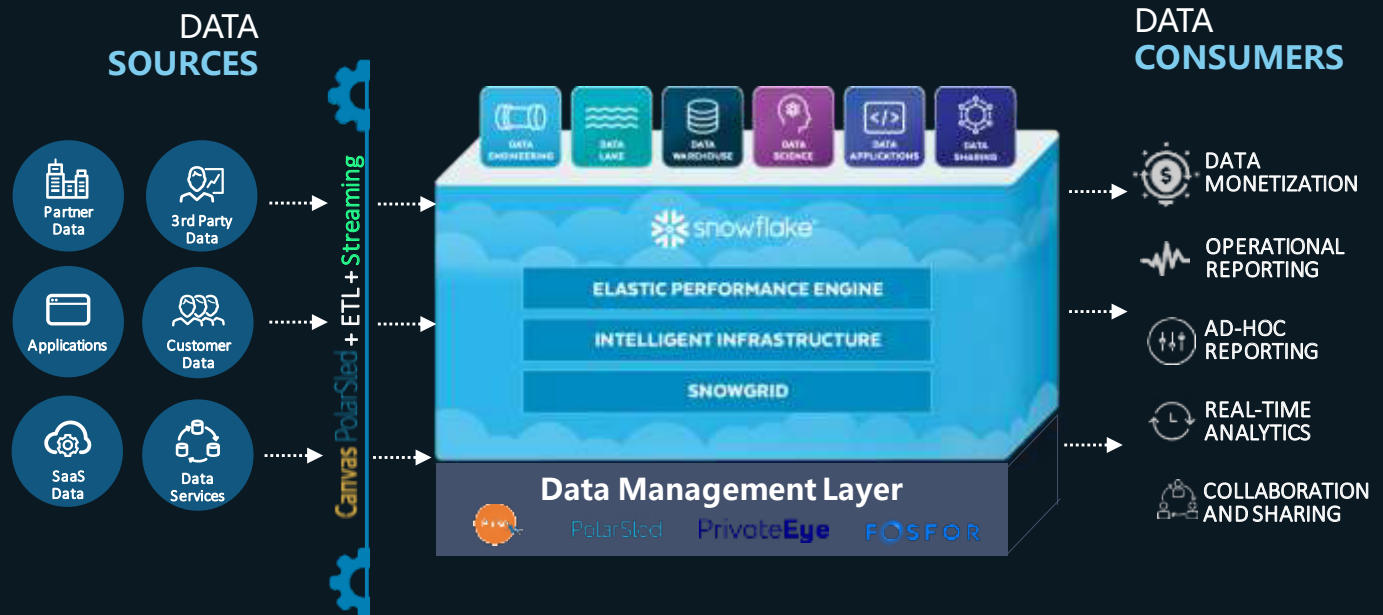
Why Snowflake



One global, unified system connecting companies and data providers to relevant data for their business



Snowflake for Modern Media Enterprise



Helping our Media & Entertainment customers on their journey from data to decisions

MONETIZE

Ad Sales		Content Platforms			Marketing		Rights	Finance
Ad placement & Scheduling	Deal Pricing Recommendations	Content Personalization	OTT trend analysis	Optimized Media scheduling	Program/Channel sentiment analysis	Box office revenue prediction	Rights monetary maximization	Cash Optimization
Contextual Advertising	Ad Inventory Forecasting	Audience Measurement	Content Recommendations	Targeted Content Generation	Viewership Prediction	Partner Channel Performance		

PERSONALIZE

Cogni-twin		Explainable DQ		Discovery to Provisioning (D2P)	
Virtual Sales Planners	Virtual Sales Ops Exec	Virtual Data Stewards	Virtual Content Stewards	Data Analysts	Data Engineers
Virtual Research Exec	Virtual Media Agent	Virtual Ad Sales Stewards	Virtual Financial Stewards	Data scientists	Ops Analyst

WEAPONIZE

Data Discovery		Data Fabric		Data Science		Autonomous Insights		
Connector Suite	Entity Extraction	Fan Model	Data Marketplace	Micro-Personalization Recommendations	Collaborative data science	Machine Reasoning/NLP/NLG	Signals/Alerts Hub	Storyboards
Auto Content Tagging	Data Profiling	Cognitive Ingestion & Standardization	DQ Diagnostics & Auto rule discovery	Auto ML	Explainable AI			
Data preparation	Federated Querying	Assisted Wrangling	Data Lineage	Quantitative and Statistical Analysis	Drag-and-drop or Code Environment	Exploratory and Visual Analysis	Actions Hub	Share & Collaborate

ORGANIZE

Enterprise Data				Non-Enterprise Data		
Sales/Revenue data	Programming content	Ad Sales data (Wideorbit)	Master Data	3 rd party vendor (like Nielsen, ComScore)	Social Media/KOLs	Agencies data
Deal Information	Consumer/traffic related data	Consumer Products data	Other Ent. Data	Events data	Impressions/Popularity Index	Web scraped data

Our Data & Analytics 'solves' for Media & Entertainment Customers



Creating Enterprise Data and Analytics Platforms

Leading High-Tech Company: Co-created an E2E analytical platform using features of LTI's MOSAIC

10PB Data | 30K+ users | 75% TTM Reduction



Revenue Uplift Analytics

International arm of leading M&E company: Helped drive business growth through the convergence of digital and linear channels

10+ Channels | 10+ data sources | Incremental revenue ~30%



Enabling Cognitive Operations

Leading Media company: Improved Cost of IT Operations by 50% leveraging AI
Leading Consumer company: Improved Cash flow by 50 M\$ and reduced AR Operations Cost by 10 M\$



Content Micro-Personalization

Audience segmentation and analysis of user preferences/content usage patterns, for personalized content recommendations on digital platforms



OTT Analytics

Leading Media Company: Help identify potential subscriber base and convert existing linear subscribers for their to-be launched streaming business



Consumer and Fan model Analytics

Leading Media Company: Built a rich Consumer 360 journey to expand its fan-base across titles, franchises, and distribution channels

Fastest growing Emerging Global Partner of Snowflake

<p>People</p> <ul style="list-style-type: none"> 600+ Associates with project experiences 237+ Associates Snowflake certified (SnowPro), 13+ adv architect POD as a Service Model Readily Deployable resources pool Snowflake Academy Re-skilling + Continuous learning 	<p>Products</p> <ul style="list-style-type: none"> Spectra Data logistics for multi-cloud Snowflake ready technology Optic + Aspect Hub for all intelligence assets Refract E2E Data Prep and ML Ops Lumin True self-service - W5H 	<p>Automated Playbook</p> <ul style="list-style-type: none"> PolarSled Mindful automation xTS [x-to-Snowflake] SAP, Spark, TD, ORCL, MSFT, Hadoop) 30K P-Hrs. Invested LTM R&D, POC's and Toolkits 100+ Harvested Utilities Experiences codified 	<p>Unlocking Possibilities</p> <ul style="list-style-type: none"> Media Data Cloud Launch Partner of Snowflake with Data privacy solution LTI PrivateEye Automated flagging of PII & dynamic masking of data assets Industry Solutions Risk Insight for Insurance Pharma Genealogy 40+ Projects Large scale programs delivered across the globe
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<p>Canvas PolarSled Strategize ★★★★★</p> <p>Intelligent Cloud Migration Strategy & Design to Snowflake (Months to Days)</p> <ul style="list-style-type: none"> ★ SmartAnalyzer ★ TCO Calculator ★ Architecture Framework 	<p>Canvas PolarSled Migrate ★★★★★</p> <p>Mindful data migration and validation to (~60-70% Automation)</p> <ul style="list-style-type: none"> ★ TableShift/ViewShift ★ CloudConvert ★ CloudUpload/SmartValidate 	<p>Canvas PolarSled Govern ★★★★★</p> <p>Governance tool kit to help sustain operations and optimize expenditure (~10-20% cost optimization)</p> <ul style="list-style-type: none"> ★ Cost Estimation, Monitor & control ★ Health Check, Observability ★ Optimize Performance 	<p>Canvas PolarSled Mesh ★★★★★</p> <p>Mesh tools to accelerate Data Mesh Implementation (~2X Faster Development)</p> <ul style="list-style-type: none"> ★ MRAT ★ Self Service Infra Provisioning ★ Market Place & DataOps
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Globally recognized by Snowflake



LTI (NSE: LTI) is a global technology consulting and digital solutions Company helping more than 485 clients succeed in a converging world. With operations in 33 countries, we go the extra mile for our clients and accelerate their digital transformation journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivalled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 45,000 LTIites enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Find more at <https://www.Intinfotech.com> or follow us at @LTI_Global.