

Case Study

Delivering Operational Excellence & Maximizing ROI for M&E Major

May, 2023

Client

The client is a leading American Media and Entertainment conglomerate renowned for movies, cable television, direct-to-consumer streaming, theme parks, etc. They are the leaders in Fortune 500's Entertainment list.



Challenges

The client faced multiple challenges that impacted operational efficiency, increased maintenance costs, and reduced the return on investment.

High technical debt slowed down platform upgrades and increased maintenance costs, while siloed operations posed a challenge, leading to communication breakdowns and collaboration friction across segments.

Non-standardized processes, inaccurate Configuration Management Database (CMDB) data, and low-test coverage caused quality issues and lack of visibility leading to poor employee experience.



LTIMindtree Solution



We leveraged our proven ServiceNow Managed Service Framework to accelerate operational success and boost ROI through innovative and sustainable solutions.



Established a scalable operating model to incorporate all platform functions and accommodate customer's business needs.



Established self-service employee portals providing all HR and IT tools.



Standardized the platform process for development, data migration, upgrades, API builds.



Established live dashboard displaying outcome-based KPIs for 360-degree governance.



Executed multiple rationalization and refactor initiatives empowered by our Golden CMDB Methodology



Built robust ATF regression suite with 5K+ test cases aiding faster Time-To-Market (TTM) and platform upgrades.

Business Benefits



40% technical debt reduced
enhancing platform
performance and security.



75% testing effort reduction
improved cost savings
and TTM.



30% improvement in
CMDB data quality through
refactor initiatives.



80% reduction in
deployment efforts
through automation.



\$600K+ YoY savings
through process
consolidation and
rationalization.

Let's get to the future, faster. Together.



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