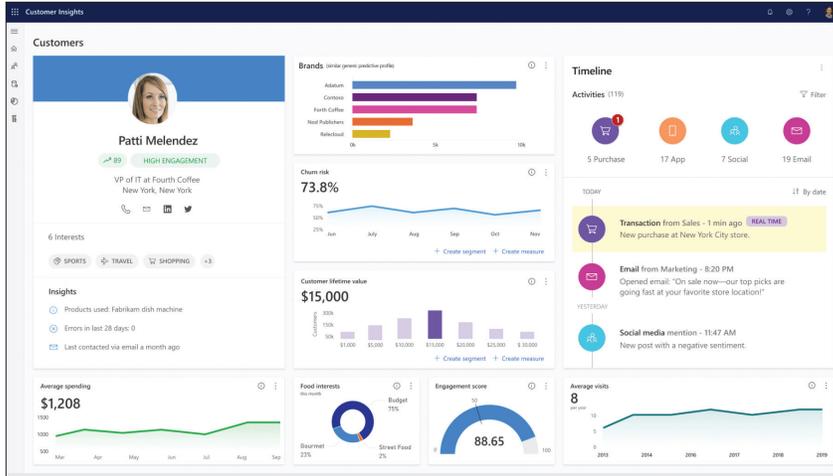


# Customer Insights for Media & Entertainment Organizations



## 2-WEEK PROOF OF CONCEPT

### Our Offering includes:

- > Discovery workshop session to understand where your key customer data indicators are, and what would entail to combine them into a single view, where you can identify the KPIs and metrics that are critical for your organization
- > A quick POC deployment on a sandbox environment using a sample of your data for up to 2 sources, where you can discover the potential of a Microsoft Customer Insights implementation. This will include:
  - Sample data uploaded from up to 2 sources using Excel-based data sources
  - Configuration of basic customer profiles and measures using the data sources and data elements identified during the discovery workshop session
  - Configuration of a basic PowerBI dashboard with up to 2 different views

Media Companies today rely on myriads of data that needs to be analyzed in order to enable better decision-making for their organizations and their advertisers. They want to be able to generate the right content and create advertising campaigns that target the right audience, with the right message and at the right time

For advertisers and publishers/broadcasters, there are key customer-centered data elements that are required to manage clients and offerings more effectively. These elements, when available, would give organizations the following capabilities:



**PREDICT AUDIENCE INTERESTS AND BEHAVIOR BY MULTIPLE KEY METRICS**



**OFFER INSIGHTS INTO CUSTOMERS/ PROSPECTS**



**MEASURE CAMPAIGN PERFORMANCE BY MULTIPLE METRICS**



**INSIGHTS ON ADVERTISERS/ INDUSTRY TRENDS/ SECTORS**

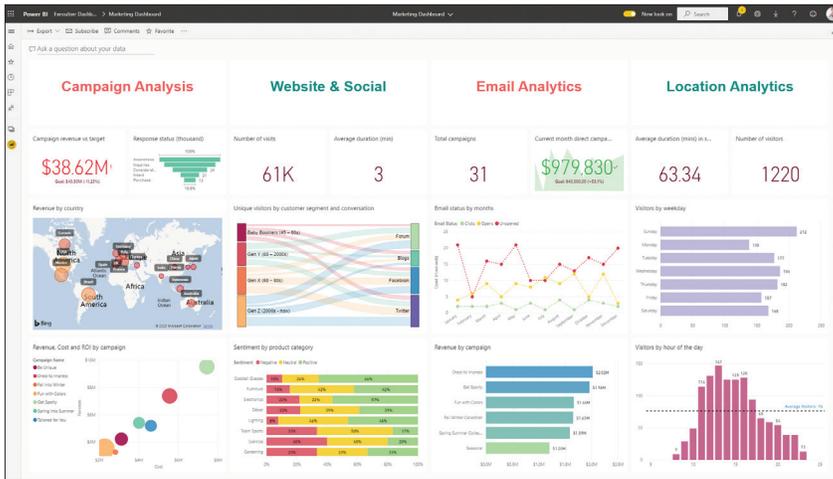
Media organizations can use Microsoft Customer Insights to be able to get the data they need about their clients, from multiple key business systems and data sources, into a single location and with many out of the box data analytic capabilities. Having a complete and accurate picture of their clients, will allow them to create more effective campaign offerings, keeping customers engaged and creating strong and lasting relationships.

### Resources and Pricing

The engagement will include a Customer Insights Architect and a Media practice specialist.

Price: US \$19,000.00.

Our 2-week Proof of Concept (POC) offering is looking to help your organization to discover the possibilities of implementing a true Customer Data Platform (CDP) strategy. We will work on understanding what are the key elements you need to identify about your clients, and where all this information exists. A quick POC dashboard will be created with your data to show the true potential of Microsoft Customer Insights and develop the initial steps of a robust customer strategy in your organization.



### Why AKA?

For more than a decade, AKA Enterprise Solutions has been dedicated to making it easier media and entertainment companies to do business and innovate their way to greatness by using technology to simplify processes and reduce risks. Specializing in Microsoft Dynamics 365, cloud services business process consulting, and custom application development, we combine industry and technical experience, proven methodologies, and world-class consulting to help organizations achieve their goals. The company is headquartered in New York, NY, with offices located throughout the U.S.

### ABOUT AKA ENTERPRISE SOLUTIONS

AKA specializes in making it easier to do business, simplifying processes and reducing risks. With agility, expertise, and original industry solutions, we embrace projects other technology firms avoid—regardless of their complexity. As a true strategic partner, we help organizations slay the dragons that are keeping them from innovating their way to greatness.

