

Digitally **reimagine** your business models through **new business capabilities**.

In the experience economy, **Media** companies who understand the consumer and deliver personalized content will win in the digital world.

- Media companies need to build enduring personalized relationships to drive deeper engagement to deliver better returns on their content investments and value to advertisers.
- Data-driven customer experience and content insight are competitive weapons as consumer media and entertainment choices become virtually limitless in an attention-driven economy.



**Compelling content creation**    **Audience engagement**    **Content monetization**    **Human resources**    **Finance**    **Procurement**

	Chief content officer	CMO	Chief revenue officer	CHRO	CFO	CPO
<b>Personalize the media experience</b>	<ul style="list-style-type: none"> <li>Understand the audience to be able to develop compelling content</li> <li>Conduct audience research</li> <li>Leverage audience viewership and direct feedback data to guide and validate content production and acquisition decisions</li> </ul>	<ul style="list-style-type: none"> <li>Market with speed and agility</li> <li>Retain customers</li> <li>Profile and target the audience</li> <li>Understand the segment of one</li> <li>Provide user experience feedback for product development</li> <li>Provide a flexible, easy-to-use platform for consumers to create their own personalized content bundles</li> </ul>	<ul style="list-style-type: none"> <li>Provide a robust, easy-to-use search platform for finding content, and optimize recommendation algorithms so that the "content finds the audience"</li> <li>Develop new business models and adjust in real time to experiments (A/B testing) by combining experience plus operational data</li> <li>Experiment with digital subscriptions and metered access models</li> <li>Manage platform and content mix</li> </ul>	<ul style="list-style-type: none"> <li>Understand and manage employee experiences</li> <li>Reduce employee turnover by soliciting employee feedback on satisfaction with working conditions</li> <li>Maintain the top-talent pipeline</li> <li>Attract and secure top talent</li> <li>Enable social collaboration among teams</li> <li>Retain talent</li> </ul>	<ul style="list-style-type: none"> <li>Manage and match risk and cost against customer billing mechanisms proactively</li> <li>Optimize working capital</li> </ul>	<ul style="list-style-type: none"> <li>Provide support to help ensure overall engagement profitability and to mitigate risk through real-time project financial performance</li> </ul>
<b>Maximize media value</b>	<ul style="list-style-type: none"> <li>Understand the potential ROI of content</li> <li>Manage the value of content throughout its lifecycle</li> <li>Drive value out of amortized catalog content</li> <li>Constantly monitor brand performance in the market</li> <li>Maximize content value across distribution platforms to drive ROI</li> </ul>	<ul style="list-style-type: none"> <li>Focus advertising and marketing money on the highest value segments and consumers</li> <li>Respond in real time to events to energize content consumption</li> <li>Use predictive models to drive the greatest return</li> <li>Procure advertising at the most competitive rates</li> <li>Provide a consistent digital experience across all channels, platforms, devices, and touch points</li> </ul>	<ul style="list-style-type: none"> <li>Serve targeted, relevant ads that integrate with the content experience and drive brand value for the advertiser</li> <li>Gain higher revenue share for advertisers, publishers, and consumers</li> <li>Disintermediate for improved return on advertising investment</li> <li>Conduct advertising and copy A/B testing</li> <li>Measure advertising brand lift</li> </ul>	<ul style="list-style-type: none"> <li>Empower employees for real-time decision-making</li> <li>Manage external contractors in a flexible way</li> <li>Enable flexible work teams</li> <li>Institute flexible contracting to work with customers</li> <li>Procure and manage contingent labor and services for optimized service delivery across regions</li> </ul>	<ul style="list-style-type: none"> <li>Initiate digital rights management and compliance</li> <li>Use simulation and analysis to evaluate the financial implications of strategic business choices</li> </ul>	<ul style="list-style-type: none"> <li>Help ensure flexible onboarding of alternative suppliers</li> <li>Curb maverick spend</li> <li>Integrate a contingent workforce to augment own workforce efficiently</li> </ul>
<b>Monetize audience insights</b>	<ul style="list-style-type: none"> <li>Microsegment the audience to drive targeted content investments</li> <li>Own the customer relationship and look for new revenue streams</li> <li>Understand the value of content from an audience perspective</li> </ul>	<ul style="list-style-type: none"> <li>Target the audience of one to optimize the experience and drive greater engagement</li> <li>Get real-time customer insights</li> <li>Create data-driven marketing</li> <li>Produce subscriber marketing</li> <li>Provide context-aware product recommendations</li> <li>Drive feedback to resolution rapidly</li> </ul>	<ul style="list-style-type: none"> <li>Look for incremental ways to drive profitable revenue growth by understanding and managing customer experiences</li> <li>Capture "in the moment" feedback from audiences to better understand specifically how to improve the digital content experience</li> <li>Exploit the growth in data to provide value to advertisers</li> <li>Enable omnichannel measurement</li> <li>Measure key relationships</li> </ul>	<ul style="list-style-type: none"> <li>Identify, forecast, and address skill gaps</li> <li>Onboard and train employees quickly and seamlessly</li> <li>Train and certify the workforce on new digital technologies</li> <li>Turn new hires into ambassadors</li> <li>Monitor employee engagement</li> <li>Seek employee feedback on contingent workers</li> </ul>	<ul style="list-style-type: none"> <li>Include payment models for digital services into product calculations and financial reporting</li> </ul>	<ul style="list-style-type: none"> <li>Tune scalable quote-to-cash processes to requirements for digital acquisition, selling, and consumption</li> <li>Reflect new monetization models with usage and metered billing</li> </ul>
<b>Transform and scale</b>	<ul style="list-style-type: none"> <li>Harmonize content libraries</li> <li>Develop enterprise rights repositories</li> <li>Produce content more efficiently in terms of cost and time</li> </ul>	<ul style="list-style-type: none"> <li>Scale new products and services across global markets</li> <li>Up-sell and cross-sell to new audiences</li> </ul>	<ul style="list-style-type: none"> <li>Scale subscription billing and financial transaction processing to high-volume direct-to-consumer business</li> <li>Create products and services with recurring revenues for the direct-to-consumer markets</li> </ul>	<ul style="list-style-type: none"> <li>Integrate global resources</li> <li>Recruit new talent</li> </ul>	<ul style="list-style-type: none"> <li>Integrate and harmonize enterprise data across all business entities, functions, and markets</li> <li>Integrate real-time financials across all corporate entities</li> </ul>	<ul style="list-style-type: none"> <li>Provide support for global currencies and payment methods</li> </ul>

Typical business benefits*	Chief content officer	CMO	Chief revenue officer	CHRO	CFO	CPO
Better, faster, and more accurate decision-making 61% less finance spending when product, channel, and customer profitability is reviewed	Real-time insights into title performance 7% increase in customer satisfaction when profiles and history are available at the point of interaction Increased net promoter score Increased digital traffic Reduced time to action (from feedback loop)	Increased profitability of titles, products, and services 17% pipeline growth when companies pursue cross-sell and up-sell opportunities 4x increase in speed to action	Time and attendance function cost reduction HR FTEs: -44%	Audit cost: -20% to -40% Days to close annual books: -40% to -50% Cost of business and operations analysis and reporting: -5% to -10%	Cost of procurement: -15% to -20% Worker acquisition time: -30% to -40% Days payables outstanding on targeted spend: -2 days to -5 days Increased digital traffic	

**Experience**    qualtrics.    **customer experience**    **product experience**    **brand experience**    **employee experience**

Intelligence	Augmented business intelligence	Data-driven insights	Collaborative planning	Intelligent robotic process automation	Predictive analytics	Data warehousing
Analytics:						
Intelligent technologies:						
Database and data management:	Data pipelining	Data virtualization	Data governance	Storage and processing	Connection management	Metadata management
Application development and integration:	Integration suite		Intelligent business process management		Enterprise extensions	Digital experience

Operations	SAP S/4HANA®	Business areas	SAP SuccessFactors	SAP Fieldglass	SAP Ariba	SAP Concur
	<ul style="list-style-type: none"> <li>Project control</li> <li>Product costing</li> <li>Profitability analysis</li> <li>Subcontracting</li> <li>Job management</li> </ul>	<ul style="list-style-type: none"> <li>Business partner master data</li> <li>Embedded analytics</li> <li>Service master data and agreement management</li> <li>Service operations and processes</li> </ul>	<ul style="list-style-type: none"> <li>Order and contract management</li> <li>Sales order fulfillment cockpit</li> <li>Price management</li> <li>Sales monitoring and analysis</li> <li>Service management</li> <li>Settlement management</li> </ul>	<ul style="list-style-type: none"> <li>Organizational management</li> <li>Time recording</li> </ul>	<ul style="list-style-type: none"> <li>Accounting</li> <li>Cost management and profitability analysis</li> <li>Media product master</li> <li>Financial operations</li> </ul>	<ul style="list-style-type: none"> <li>Operational procurement</li> <li>Collaborative sourcing and contract management</li> <li>Invoice and payables management</li> <li>Supplier management</li> <li>Procurement analytics</li> </ul>
	<ul style="list-style-type: none"> <li>Content planning, budgeting, and forecasting</li> <li>Rights and royalty management</li> <li>Content financials</li> <li>Enterprise contract management</li> </ul>		<ul style="list-style-type: none"> <li>Subscription billing and invoicing</li> <li>Airtime sales</li> </ul>		<ul style="list-style-type: none"> <li>Financial planning and analysis</li> <li>Accounting and financial close</li> <li>Treasury management</li> <li>Receivables management</li> <li>Invoice management</li> <li>Governance, risk, and compliance</li> </ul>	
	<ul style="list-style-type: none"> <li>Contract signature management</li> </ul>	<ul style="list-style-type: none"> <li>Customer data management</li> <li>Marketing cloud</li> <li>Service cloud</li> <li>Social engagement</li> </ul>	<ul style="list-style-type: none"> <li>Sales cloud</li> <li>Commerce cloud</li> <li>Configure, price, and quote</li> </ul>	<ul style="list-style-type: none"> <li>Human resources management and payroll</li> <li>Talent management</li> <li>Learning management</li> <li>Time and attendance management</li> <li>Workforce analytics</li> </ul>	<ul style="list-style-type: none"> <li>Business process consolidation</li> <li>Shared service framework</li> <li>Financial supply chain</li> <li>Financial consolidation</li> <li>Financial services network</li> <li>Digital payments add-on</li> </ul>	<ul style="list-style-type: none"> <li>Spend analysis</li> <li>Sourcing</li> <li>Supply chain collaboration</li> <li>Buying</li> <li>Financial supply chain</li> </ul>