

# Generating ROI and delivering value with **Embedded Analytics** for an Entertainment Giant

The client was able to **improve compliance**, help its employees make **quick decisions** and reduce **50%** of BI development costs by embedding Amazon QuickSight into their internal business application with the assistance of Agilisium

**FORTUNE**  
**500**

**Entertainment giant**



## About the **application**

Our client's in-house Licensing & Royalties Management application was used by the several internal users to manage physical/digital sales processing, royalty accounting, royalty process administration, audit support and help desk. The solution is critical to it business as it ensures visibility into production, advertising and distribution costs, which in turn enhances the accuracy of royalty statements and settlements.



## Before **Embedded Analytics**

- ➔ The application users were reliant on on the IT and Analytics teams to prepare reports and dashboards. Large transaction volumes from diversified channels (sales, contracts, accounts payable, products and participants) were captured and processed by the data analysts and IT teams. And in turn they **create royalty reports manually** for its users resulting in **delayed decision making**
- ➔ This manual process also involved **high cost, resources and time** to build such KPIs and metrics for its business users



## The goal

A culture of **analytics** for **everyone** and **anywhere**

Customer needed a way to share analytics with Non-Technical users such as Artist, Finance, Marketing and Legal managers that could scale to thousands of users



# The Solution

- 1 Head of Application development being an AWS ambassador, chose Amazon QuickSight's embedded analytics platform to deliver Insights into their royalties management application
- 2 Customer chose Agilisium after taking part in their 1-day Immersion day workshop for Embedded Analytics with Amazon QuickSight where Agilisium provided a live experience and hands-on training using a sample app and data provided by the customer
- 3 Agilisium enabled granular level royalties and licensing insights across geographies by embedding Amazon QuickSight to the royalties application
- 4 Agilisium also redesigned the user experience of the entire royalties application and corporate identity layout and added an extra layer of security plus custom functionalities



## After **Embedded Analytics**

- ★ With Amazon QuickSight, the customer can now give its users **unlimited and secure access to the data** they need.
- ★ Business users are powered with **real time decision making** as they can create their own reports and dashboards on the same application and get immediate answers to their questions
- ★ Customer **improved compliance** with contracts and audit requirements by having access to royalties and licensing insights
- ★ Customer **saved 50% in costs, resources and time** by opting to Buy over Build.



With its Embedded Analytics solution, customer can deliver insights to its business users anytime directly into their business applications

Learn more about Agilisium capabilities

Join our **Webinar**  
on **Feb 11** to Jumpstart your  
**Embedded Analytics**

