

White Paper

# ERP CLOUD ADAPTION in MEDIA & ENTERTAINMENT

## *A Technology Perspective*

### Disclaimer

The following is intended to outline General M&E Business on cloud direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Tech Mahindra Ltd.





**View Point of Media & Entertainment Business:**

M&E industry is going through a big transformation. The way Media is consumed has changed dramatically in recent past from traditional channels which existed for decades if not centuries.

As physical boundaries diminish in content consumption, as Communications companies position themselves as “Entertainment” companies as well the underlying fabric of IT systems which supported the entire set of transaction(s) also needs big change.

Traditionally, IT enabled specific processes through legacy applications, ERP or home-grown applications built over number of years. This included predominantly back-office business processes like Account Receivable, Account Payables, Financial Reporting, HR processes etc. While this worked perfectly fine and it is this model or architecture that enabled Disney or a Warner to become a multi-billion dollar company operating across globe it also created a very messy and complex IT landscape underneath. If we dig deeper, this happened because there was some inherent gaps in what actually the business needed versus what IT provided as solution to the business needs. Like it happens in other

organizations or verticals Business and IT did not “speak” to each other. This led to Business in M&E industry finding their own way to meet their needs which meant creating parallel or small solution factories (“Shadow IT”) which supported their specific needs. Let us delve little more onto understanding this.

M&E business needs are not limited to standard business processes that an enterprise needs to do business, for example, Ordering, Receiving goods, paying suppliers, managing employee etc. The needs are very specific as we are not dealing with a non-living physical entity but a living entity who provides services and needs to be paid according to services rendered.



**M&E: How the needs are very different**

M&E Business processes mapping to ERP cloud is different when compared to other verticals as it deals with functions such as license transfers, Billing based on Airtime, Inventory movement to production sites and reusing, IP / Infringement, Movies and Soap Opera’s as finished products, Receiving payments through 3rd party vendors, Contractors etc. This requires the implementation partner to have substantial knowledge in terms of how product behaves, what the gaps in product that need to be addressed in form of PaaS development and 3<sup>rd</sup> party functionalities.



### **Understanding of M&E Business and mapping the same to Oracle cloud:**

Media and Entertainment business is predominantly producing audio-visual experiences like Movies, Soap Operas, Sports, Live events and broadcasting.

Any media product (programs) has to go through the following phases:

- (a) Innovation / Conceptualization / Ideation
- (b) Development (Proposals and Portfolio, Items, Docs & Project structure)
- (c) Commercialization (Change Management, Project completion and execution)

Programs can be produced and broadcast, or purchased and broadcast

For production of a program (Movies, Soap Operas, Sports, Live events) the following resources are required:

- (a) Script writers
- (b) Producers
- (c) Directors
- (d) Actors
- (e) Production support team
- (f) Editors
- (g) Dubbing team

Each Movie/Soap Opera/Live events will be captured as projects in Oracle cloud. All the resources as mentioned above can be defined as suppliers in Oracle cloud so that a contract can be issued from the company for definite period of time.

All the Electronic equipment, Stationary, light reflectors, Cameras, Lenses, Sound system, can be defined as Items in PIM (Product Information Management)

Make-up kits, Costumes, Furniture can be defined as items in Oracle cloud PIM (Product Information Management)

Each Movie/Soap Opera/Live events will be captured as projects in Oracle cloud. All the resources as mentioned above can be defined as suppliers in Oracle cloud so that a contract can be issued from the company for definite period of time.

All the Electronic equipment, Stationary, light reflectors, Cameras, Lenses, Sound system, can be defined as Items in PIM (Product Information Management)

Make-up kits, Costumes, Furniture can be defined as items in Oracle cloud PIM (Product Information Management)



### **Media and Entertainment business transactional data in Oracle cloud:**

- For procuring of high end Cameras, lenses, and sound system internationally, we will map the solution to Global Trade Management (GTM) which helps the buyers to select optimal landing price and to capture all the costs associated right from shipping of the goods from supplier area to destination inventory organization (this includes cross border customs documentations)

- Supplier sourcing and analysis will be done in Oracle cloud Sourcing and Supplier qualification Management (SQM).
- To capture the clauses, terms and conditions for having contracts with selected suppliers will be done in Oracle cloud procurement contracts
- For Services and Contracts, the solution will be mapped in Oracle cloud purchasing module.
- To capture the costs of Production of a Program (Movies and Serials) will be done either in Oracle cloud Project costing or Manufacturing costing (depends on nature of business and client requirement).
- Payment to suppliers (Actors, Directors, Production team etc) will be done through Account Payables.
- Suppliers can view/accept/change order/payment status can be done through Oracle cloud supplier portal module.
- Transmission Rights for movies and soap operas will be captured in Oracle purchasing module.
- Optionally Oracle cloud HCM can be used to define jobs and Positions and roles.
- Payments to invoice will be performed from Accounts Payables

To telecast Movie/Serial in multi-language, the following activities will be performed:

- Buy/Produce movie and Serials
- Dubbing and adding Subtitles
- Quality checks on dubbing
- Editing work post dubbing
- Telecast



### **Media and Entertainment solution footprint in Oracle cloud**

Source to Settlement:

Following are the modules required to execute:

- a) Supplier portal
- b) Sourcing
- c) Supplier qualification management
- d) Purchasing
- e) Inventory
- f) Global Trade Management (GTM)
- g) Costing (Landed Cost Management, Inventory Costing and Mfg. Costing)



Oracle provide various channels to communicate like Social, Chat, e-mail, SR (Service Request), phone calls for any questions or clarifications that need attention right from Consulting-Implementations-Production Support. Having Oracle Partner Network OPN access allows companies to have access to various recorded and scheduled trainings. Oracle University helps companies to get trained on various oracle products which allows end users to adapt the new systems faster and execute their duties at the earliest.

### **Close Co-ordination with Oracle**

It is so important to collaborate and work closely with Oracle Customer Success Managers (CSM) and Implementation Success Managers (ISM), ISM as a trusted advisor guides customer and work closely with the customer's implementation partner to monitor the implementation progress and providing best practice advices, guidance and enablement. ISM's comes with strong program management skill to assess the implementation risks and possible mitigation actions. ISM work with Oracle internally accountable stakeholders, e. g. Support, Development and Cloud Operations for issue resolution and attends to all escalation calls and extends support for resolutions.

CSM on the other hand works face to face with customers and often meet decision makers, presenting solutions, helping with workshops or training, gathering feedback and working through problems together. He will be part of contract negotiations and renewals. Depending on size of the project CSM may handle multiple customers at same time.



### **Keeping pace with emerging trends: The Oracle Mobile Security Suite: Secure Adoption of BYOD**

BYOD (Bring Your Own Device) is a mobile security imperative and organizations must allow employees the flexibility to use personal devices for work purposes.

The propagation is complicated by the variety of platforms and operating system versions that make it difficult for security teams to adapt consistent policy and enforcement across devices. The rules have changed:

- Mobile device usage is redefining organizational security requirements
- The gateway is no longer the main point of control
- The new security perimeter is users, devices, and data.

The new security model must incorporate controls around users, enterprise data, and all of the devices that access corporate resources. New business transformation requirements are redefining the boundary of the network perimeter; examples include, use of cloud storage and applications, access portals for partners and customers, and employee collaboration on mobile and social networks.

IT can make this possible by efficiently working on below points:

- Identify Management
- Secure Container
- Single Sign-On
- Application Management
- VPN Independent
- Device Positioning
- Multi-user devices

*Oracle Mobile Security Strategy:* Oracle's mobile security strategy separates corporate application data from personal data to allow employees the freedom of using personal devices at work, without compromising corporate security



**Oracle Monetization Cloud: The era of subscription commerce is here and growing**

Monetization Cloud accelerates time to market for launching innovative digital and subscription-based services. Monetizing these services requires rapid creation of flexible new offers with consumption-based charging, rating on any metric, and managing balances in real time. Leverage intuitive self-care capabilities to quickly launch and modify pricing, naming, bundling, and more. Respond immediately to changes in market demand and customer preference.

Oracle Monetization cloud is used for cloud based charging, billing, payments and revenue management platform for subscription based products and services.

Here are some examples of digital services across different industries:

- Financial services: online accounting services
- Media: Netflix, online download of movies and TV shows
- Apple Music is encouraging a move from one-time itunes downloads of songs to monthly apple music subscription.
- Adobe: Adobe has the subscription mode to sell services.

### **Emerging Technologies for the betterment to Businesses**

Continued technological advances are always on the horizon. Oracle invests heavily in research and development. As an implementation partner be aware of emerging technologies or products, get trained and help customers transform their businesses.

Oracle is developing capabilities in AI, machine learning, augmented reality, blockchain, IoT, and human interface technologies, all of which are designed to let customers take advantage of the latest technology advances and develop their own innovative products and services.

A pioneer in IoT platforms, Oracle is using enterprise AI in conjunction with IoT to help customers manage physical assets and boost employee productivity. Blockchain is being used in areas such as customer loyalty, procurement, and identity management.

**Organization needing more information on Oracle ERP capabilities and Business Transformations may please contact us.**

## **About Authors:**

Krishnam Raju works as Supply Chain Architect and has worked in IT industry for close to 20 years. He can be reached at [SK00597654@TechMahindra.com](mailto:SK00597654@TechMahindra.com)

Ashish Agnihotri, has been in IT for 22 years and has spent considerable time in bridging the gap between IT and Businesses in the projects he has been associated. Legacy Modernization, Digital Transformation has been his area of special interest with focus on Business KPI rather than IT SLA. He can be reached at [agnihotri.ashish@techmahindra.com](mailto:agnihotri.ashish@techmahindra.com)





**Tech  
Mahindra**



[www.techmahindra.com](http://www.techmahindra.com)



[connect@techmahindra.com](mailto:connect@techmahindra.com)



[www.youtube.com/user/techmahindra09](http://www.youtube.com/user/techmahindra09)



[www.facebook.com/techmahindra](http://www.facebook.com/techmahindra)



[www.twitter.com/tech\\_mahindra](http://www.twitter.com/tech_mahindra)



[www.linkedin.com/company/tech-mahindra](http://www.linkedin.com/company/tech-mahindra)