



CASE STUDY


FROM STATIC TO STREAMING: AI Transforms Media Giant's Supply Chain Intelligence

SERVICE AREAS

 AI + Automation

 Data + Analytics

INDUSTRY

 Telecom & Media



In today's ever-evolving entertainment and media landscape, where agility and informed decision-making are essential to staying ahead of the competition and delivering exceptional quality, managing vast and complex supply chains requires more than just basic tracking. A global entertainment leader faced significant challenges with the scale and intricacy of over a trillion rows of supply chain data stored in Snowflake. Despite their efforts, extracting actionable, real-time insights from this data proved elusive—impeding their ability to make swift, data-driven decisions that could drive efficiency and respond to market shifts with the agility required in such a dynamic industry.

The Challenge

As competitors in the industry increasingly turned to AI-powered solutions to enhance operational efficiency, real-time product tracking, and supply chain optimization, this company realized they needed a transformative solution to stay competitive. AI technologies were already helping industry leaders leverage predictive analytics, automate workflows, and gain deeper insights into their supply chains. To stay ahead, this entertainment giant needed more than just a fix—they needed a solution that could integrate seamlessly with their existing systems and elevate their ability to forecast, track, and improve supply chain performance.

Struggling with data complexities?

Download Your Step-By-Step Guide to Data Readiness & AI Implementation to learn how to prepare your systems for seamless AI integration—just as we helped this entertainment giant leverage real-time insights to drive operational success.

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The Solution

Aditi Consulting stepped in with an AI-driven solution designed to transform how this global entertainment leader visualized and analyzed supply chain data. We proposed implementing Looker, a cutting-edge business intelligence and data visualization platform that could seamlessly integrate with their Snowflake environment. Leveraging Looker's AI-enhanced capabilities, we automated data modeling and visualization, providing real-time insights into product traceability and supplier performance.

Aditi's team worked closely with the client to create automated LookML models that enhanced data aggregation and reporting. These models, powered by AI, allowed for dynamic, real-time dashboards that provided the client with predictive insights into supply chain operations, helping to identify potential issues before they arose. Additionally, AI-backed analytics helped visualize trends and performance, giving the client the ability to make proactive decisions rather than reacting to problems after the fact.

To ensure the entertainment leader's teams could maximize the platform's potential, Aditi provided hands-on training, allowing internal users to leverage Looker's AI-driven capabilities effectively. Continuous feedback loops were established, ensuring the solution was fine-tuned to meet evolving business needs.

The Outcome

The AI-powered Looker platform, fully integrated with Snowflake, unlocked a new era of supply chain visibility and decision-making for this global entertainment leader. Real-time dashboards powered by AI insights provided the team with the ability to track products, optimize supplier performance, and spot inefficiencies with unparalleled speed and accuracy.

With the ability to aggregate and model data faster than ever before, the company could now act on data-driven insights in real-time, rather than waiting for static reports to surface trends. This proactive approach to supply chain management, empowered by AI, drastically improved product traceability, streamlined workflows, and enhanced overall operational efficiency.

Beyond efficiency gains, the AI-driven solution gave the company the ability to forecast supply chain disruptions, anticipate bottlenecks, and improve strategic planning. With deeper, more actionable insights into their operations, the company's teams could now make smarter decisions faster, driving greater agility and responsiveness across their supply chain.

By incorporating AI into their supply chain ecosystem, the global entertainment leader positioned itself to thrive in a rapidly evolving industry, ensuring they would continue to lead in the competitive market for years to come.



Drive Your Business Forward with AI + Automation

At Aditi, we specialize in using the power of AI and automation to unlock the full potential of your data. Whether you're looking to optimize your supply chain, automate decision-making, or gain predictive insights into your operations, our tailored AI + Automation services can help you achieve measurable, lasting results.

Our team works collaboratively with you to design and implement custom AI-powered solutions that solve your unique challenges and accelerate your business transformation. Let us guide you through the journey of turning complex data into actionable insights that drive smarter, faster decisions across your organization.

Contact Aditi today to explore how our AI + Automation services can transform your business, enhance your customers' experience and keep you ahead of the competition.

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