



ARION ERP CASE STUDY MEDIA & NEWSPAPER INDUSTRY

Client Overview

The client is a very renowned name in the media and entertainment industry. This media organization is engaged in the business of newspaper printing and distribution, and magazine publishing. The newspaper and magazine brands of this organization are highly regarded for their quality contribution towards intelligent and constructive journalism.



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What Issues Did Client Face?

Client faced various challenges in effectively monitoring the performance of their organization. The lack of availability of clear and accurate critical information on timely basis led to poor decision making, which in turn adversely affected the profitability of the organization. Client had no proper control or visibility into the sales and returns of their newspaper and magazine publications across various sales outlets. Controlling revenue leakages was a major requirement for the client.

How Did We Resolve These Issues?

ArionERP solution was targeted to improve the profitability for client by making the sales and returns processes more efficient and organized. The solution offers clear information about the number of transactions completed, and integrates different organizational departments for better inter-departmental work efficiency. It also supports business analytics for collected information so that client can make informed decisions to increase profits.

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Key Points Of Our Solution

Our solution effectively addressed and prevented the revenue leakages. We utilized our technical proficiency and rich experience in the media industry domain to make transformation in the business processes very seamless for the client. We made sure that the solution was developed and deployed as quickly as possible so that client could get fast returns on their investment. The result was an automated and integrated system that brought new levels of efficiency and accuracy into client's business operations.

How Did The Solution Benefit Client?

The successful transition from manual, obsolete business processes to automated, modernized business processes proved to be very advantageous for the client, allowing them to function better and gain competitive edge in their niche.

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