



# Automation Results in Operational Excellence

World-leading providers of digital television entertainment in North America consult Microtek Systems, to automate their processes and increase operational efficiencies

## About The Client

The client is the one of the world's leading providers of digital television entertainment services, delivering a premium video experience through state-of-the-art technology, unmatched programming, and industry-leading customer service to more than 37 million customers in the U.S. and Latin America.

## Challenges

The business suffered huge revenue losses due to manual creation of offers for their customers, resulting in operational inefficiencies, increased costs and less time-to-market products because the organization lacked in-house resources to meet project and financial goals.



## The Solution

Microtek Consultants provided a complete solution with the highest efficiency and time-to-market approach by building offers to customers in the express space of enterprise offers. These services transformed data to XML, consumable by the Comergent tool, to create offers systemically and without manual intervention. These services are built on autonomous and tightly defined functional units for interoperability between applications. With this solution, the organization was able to reduce daily budget pauses and an increase in revenue by 10% was recorded.

The client achieved cost savings greater than 60% over the baseline, increased the development scope and decreased application defects more than 80%.

### About Microtek Systems

Microtek Systems Inc is a global provider of Information Technology Consulting and software solutions that help organizations gain competitive edge and transform into digital enterprises.

[www.microteksystems.net](http://www.microteksystems.net)

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