

CASE STUDY

YUMI Application Automation

BENEFITS



REDUCED PROCESSING TIME
MANUAL INTERVENTION = 0



ENHANCED ACCURACY
BETTER MONITORING



IMPROVED REPORTING
FASTER DECISION MAKING
PROVIDED TO CLIENTS

Business Challenge

- For a leading TV Audience Measurement company representing Broadcasters, Advertisers and Advertising & Media Agencies, building MIS on a legacy application was a tedious tasks.
- Capturing data from an FTP and uploading data into the application with various category search applied - ATS / Rating, Impression and generating data for various channels was a task which would run into 3-4 hours.
- 2 FTE's were involved to build the MIS on a day to day basis, and reporting on real time was not being achieved. The delivery of MIS report on time was a major challenge to be over come.

Solution

- CRG Solutions studied and analyzed the process in detail and produced an ideal automation solution where the BOT initially pulls the data from FTP and updates the data in the YUMI application. With the help of keyboard shortcuts and windows control, CRG automated selection of the categories and sub-categories for various data points.
- Altogether, 6 processes were automated leading to a saving of 2 FTE's and the reports were published in a span of 1 hour maximum as compared to 4 hours of data being generated.