inside INFO

INSIDE MEDIA & ENTERTAINMENT

Integrated Analytics Across All Platforms To Better Optimise Assets, Audiences & Performance

The Australian media landscape is undergoing a massive overhaul, forced by competitive and consumer pressures to change the way they deliver information to the general public, with digital and non-traditional means now at the forefront. This need for change has also translated into demand for information from within, with business leaders now awash in data from clicks, views and shares.

The ability to access, analyse, and manage vast volumes of data is increasingly critical to media and entertainment companies looking to improve business efficiency and performance. Content distribution and consumption related challenges continue to dominate the industry. Operational efficiency and understanding customer's preferences and experiences remain keys to success. Anticipating demand is important for more efficient content management, revenue generation and overall profitability.

Inside Info helps media and entertainment firms see and understand their business data to improve operational and financial processes. Inside Info are pure, best-of-breed analytics specialists. Since 2003 we've been working with over 100 mid-sized and enterprise clients tht have included Network Ten, Fairfax and SBS, to develop successful enterprise business intelligence dashboards and reporting solutions. We specialise in business analytics and reporting applications that are highly visual, affordable, fast to deploy, simple to use and easy to change.

Make Every Decision Count

Inside Info offers the full spectrum of business analytics software and services including licensing, scoping, design, development, integration, training, project management and support services for the leading Qlik business intelligence platform. Inside Info can help provide:

- **A single view of the business across all platforms.** Bringing together varied data sources from social media, data aggregators, advertising response data, CRM, operational and financial systems so you have a clear view of where to optimise for efficiency and growth.

- **Revenue growth through better targeting.** Uncover audience insights and personalise experiences with analytics. Understand how customers interact with each content delivery platform and offering to understand preferences. Understanding clearly client management, opportunities, pipeline and content consumption so that you can quickly react to changing trends, pre-empt demand and optimise pricing, marketing and programming.

- **The ability to predict bankable assets with smarter analytics.** Predict whether current trends will continue and any possible implications or opportunities. In media, value comes from understanding and predicting the content (movies, video, music, books and games) audiences want. Data and analytics firepower can increase a media company's odds of getting it right.

- **Interactive financial & profitability analysis:** Understand profitability across asset, department, by sales rep, region and client level.

Business Analytics That Delivers Results

Our business analytics solutions provide:

- **Near real-time visibility into operations**: Instead of out-of-date reports. On-demand self-serve analysis of data, often replacing hundreds of OLAP based reports and empowering users to perform their own analysis reducing IT support by up to 90%. We provide both self-serve analysis, guided analytics, advanced analytics options, embedded analytics and reporting.

- **Sub-second query response on very large data volumes** into the hundreds of million records without losing transactional level detail, with data refreshing as often as your underlying source systems.

- **Ability to view information at a high-level, transactional-level and anywhere in between** in any path decided by the user, with no pre-defined drill-down paths. If you've got a business question, odds are you'll be able to answer it – you don't have to wait for another report. Easily consolidates data from any and multiple data sources.

- **Simple to use, available everywhere:** Access your dashboard from any device whether this be laptop, iPad, the web or your mobile device, with the same experience on each, being HTML5 compliant.

- **Available in the cloud or on-premise:** We offer a choice of deployment options depending on your needs for the Qlik BI platform.

- **Very fast implementation cycles:** A typical Qlik project for example is 30 days and is 53% the total cost of other BI solutions according to IDC. While adding in a new data source or building a new view of the data can be modified very easily within a few hours.

- **Our business analytics solutions are built on the scalable, enterprise class Qlik Analytics platform:** Recognised as a Leader in analytics by Gartner in its 2022 Analytics Platforms Magic Quadrant.

What Makes Us Different

Inside Info was founded to bring the promise of analytics to a much broader group of people making it simpler, more engaging, affordable and rapid to deliver. For over 19 years our sole focus has been to help mid sized and enterprise businesses use data to perform as well as they possibly can, as data and analytics specialists. We have a proven track record of client success currently supporting over 100 clients nationally, having delivered over 600 BI projects. We can offer strength & stability as a provider with the flexibility & personal touch of a boutique partner. This track record has allowed us to build industry, business function and system templates based on the leading Qlik BI platform that speeds up data integration, application development & delivery.

We bring strong industry and business process expertise to your project that many cannot, especially within the media and entertainment sector. We can assist in complementing your existing inhouse resource, manage adhoc report requests or in the areas of analytics business requirements definition, business scoping, consolidating data sources, data integration, data management, BI application design, implementation and training services.

Inside Info launched Qlik to Australia in 2003 and are the top level Elite Qlik Partner. Our certified senior consulting team are expert BI practitioners each with 10+ years' experience to guide you along the way.

So, if you're looking to become more data-driven and take your use of data to the next level, we'd love to hear from you.

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