

# SnapLogic for Media & Entertainment

Unlock your data's full potential. Deliver highly personalized content and experiences to your viewers.

The way viewers watch content has drastically changed, with access to content on virtually any screen, any channel, anytime, anywhere. Media & entertainment leaders shift their business strategy and operations to offer and maintain on-demand expectations and experiences. As more media companies race to develop their own streaming service and create rich, original content to increase viewership and subscriptions, they need a fast and flexible way to make the right content investments and deliver highly personalized content to the right audience at the right time.

## SnapLogic Overview

SnapLogic helps media leaders innovate and increase their operational efficiency to meet today's viewer expectations. SnapLogic's Intelligent Integration Platform enables companies to automate their entire back-end systems processes with a low/no-code integration approach; eliminating considerable efforts of manually building and maintaining integration workflows and pipelines. Move petabytes and exabytes of data from cloud applications, as well as on-premises systems, into your data stores. Gain real-time analytics and insights across your value chain to make data-driven business investments.

## Media & Entertainment Use Cases

### Uncover Untapped Opportunities

Break data silos to uncover growth opportunities across the value chain. By analyzing data on viewers, products and services, supply chain, or royalties,

you can make smarter content investments, improve customer satisfaction through content personalization, uncover gaps in the distribution and supply chain, and gain more from partnerships and royalties.

### Journey to the Cloud

As media leaders become increasingly digital, their infrastructure also needs to change in order to support that shift. Legacy systems and integrations that provide little-to-no support for your digital strategy will build enormous technical debt and hamper your growth. Modernize your infrastructure to reach your digital strategy's full potential and unlock growth opportunities.

### Real-Time Content Distribution

With the increasing popularity of streaming services, viewers have access to any content at their fingertips. Grow your viewership pool and subscriptions by delivering personalized content on-demand.

## Media Leaders Trust SnapLogic

Leaders in Media & Entertainment use SnapLogic to unlock their full potential through data to discover new revenue opportunities and optimize their viewers' lifetime value with rich, personalized content.

## World's Leading Music Company

The world's leading music company sought to improve revenue from its supply chain and royalties by increasing business agility and insights. The slow loading of data to their on-premises BI and data warehouse often delayed stakeholders from getting timely insights. As a result, the company embarked on their digital transformation journey and moved to the cloud. They migrated their on-premises BI and data warehouse to the cloud with SnapLogic, which empowers stakeholders to gain access to data for decision-making whenever they need it.

## Mass Media & Entertainment Conglomerate

The Mass Media & Entertainment Conglomerate saw an opportunity to launch its own streaming

services to compete against other streaming services in the market. The conglomerate risked delaying the launch as the IT team spent most of their time manually building Spark pipelines that were prone to human error. After implementing SnapLogic, they quickly built and submitted powerful low/no-code Spark pipelines into their big data-as-a-service provider, Amazon EMR, saving considerable time. The IT team sped up their launch timeline, enabling the business to launch its streaming services to the public at an accelerated pace.

## Leading Pay Television Network

The Leading Pay Television Network needed a faster way to get viewer insights to discover untapped opportunities. Business stakeholders had limited data to glean on to make the right content investments. The Television Network turned to SnapLogic to automate data integrations into their data platform, hosted in Snowflake, and visualize complete viewer insights in Tableau. The Television Network can now invest in the right content to increase viewer satisfaction and subscriptions.

To learn how SnapLogic can help you automate data and application integrations and accelerate your digital transformation visit [snaplogic.com](https://snaplogic.com) or start a free trial at [snaplogic.com/free-trial](https://snaplogic.com/free-trial).

## Premier SnapLogic Partners



SnapLogic powers the automated enterprise. The company's self-service, AI-powered integration platform helps organizations connect applications and data sources, automate common workflows and business processes, and deliver exceptional experiences for customers, partners, and employees. Thousands of enterprises around the world rely on the SnapLogic platform to integrate, automate, and transform their business. Learn more at [snaplogic.com](https://snaplogic.com).