

Driving Digital Transformation

A European Specialist
Media and Consultancy
Client



A twelve-year journey of inlocking **innovation** from operations for a

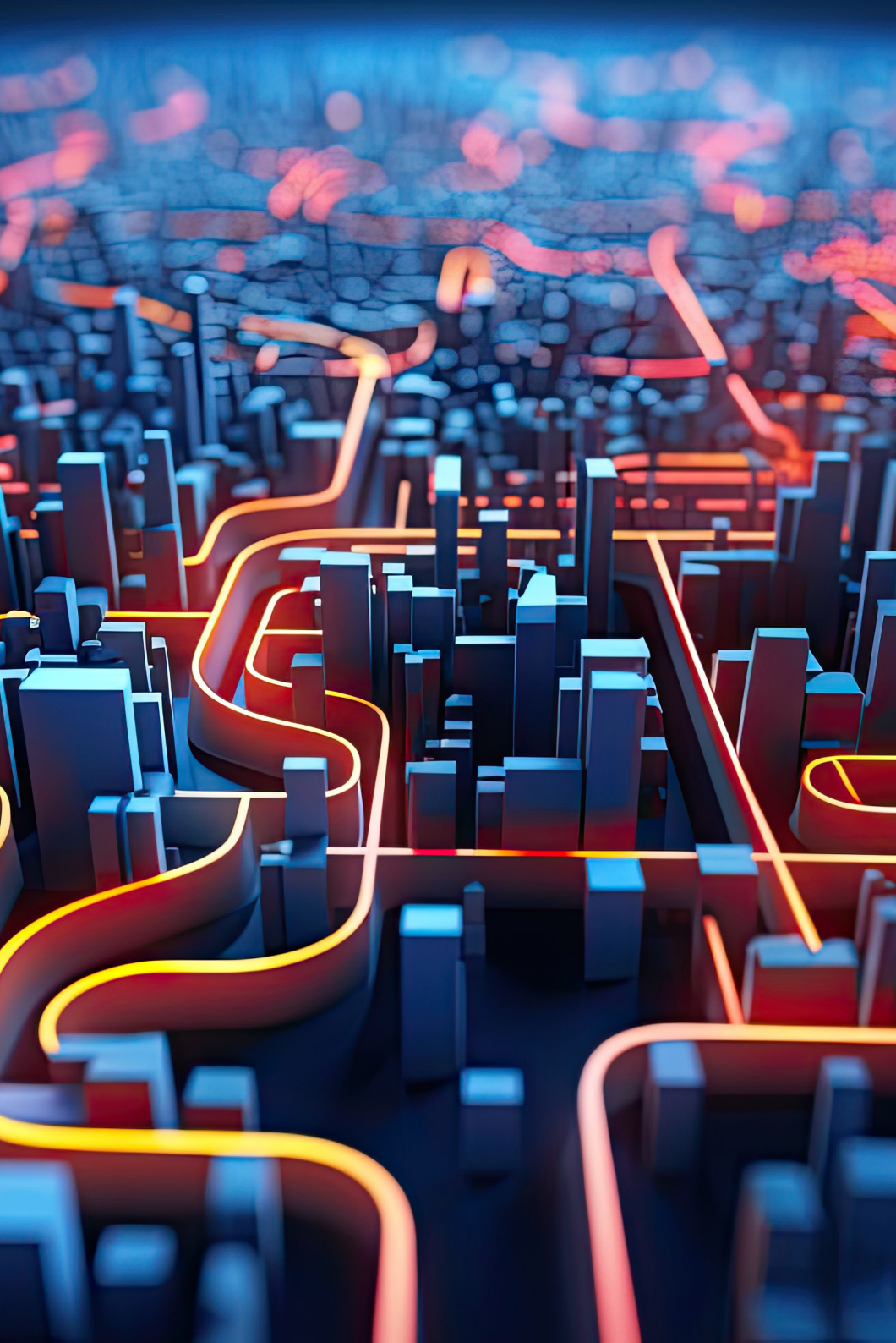
European Specialist Media Client



The Backstory and the Business Challenge

The client wished to transition their captive data and analytics operations to a more scalable and efficient model while maintaining cultural alignment and operational excellence. That meant not just managing existing operations but driving growth, innovation, and efficiency across their expanding product portfolio.

There was a need to take full **operational responsibility for the client's existing captive setup and establishing a dedicated facility** that could support the client's infrastructure and administrative needs. All this had to be done while ensuring no disruption in operations. And, to future proof such an initiative, we had to adapt to changing business needs using research, consulting, and technology-led insights.



SGA Approach

SG Analytics implemented a three-pronged comprehensive strategy which included:

STEP 1

Transition and cultural alignment

Transitioned the captive setup into our operations, retaining all employees and key leadership. Ensured cultural alignment to maintain a seamless 'one team' culture.

STEP 2

Expansion and governance

Expanded the existing services to include research, consulting, and technology support. Developed solid process documentation and a three-level governance framework to ensure 100% transparency in operations. This included future facing solutions such as enabling Generative AI competitive assessment for public cloud vendor.

STEP 3

Process optimization

Introduced process optimization and transformation initiatives to unlock efficiency gains across various products. This allowed for non-linear efficiency gains and the ability to flexibly ramp up or down based on changing business needs.

Impact

The strategic partnership with our client resulted in several positive outcomes:

Operational Excellence

100% employee conversion and retention, maintaining a seamless transition and operational continuity.

Product Portfolio Growth

100 professionals are currently working in a team of previously 18 employees. We supported the client's product portfolio expansion and enabled it to grow into a multi-functional team.

Efficiency Gains

Process optimization efforts led to significant efficiency gains, allowing for reinvestment in new product development.

Employee Stability

Maintained the highest average tenure of employees throughout the engagements, reflecting stability and expertise.

Overall, **our approach** not only met but **exceeded the client's expectations**, strengthening their long-term partnership and demonstrating SG Analytics' capability to **deliver tailored solutions in the data and analytics sector**.



About SG Analytics

SG Analytics, a Great Place To Work®(GPTW) certified company, is one of the leading investment research and analytics firms offering high-quality, end-to-end research solutions to global capital market participants. With presence in India, the UK, Europe, the US, and Canada, SG Analytics has been consistently meeting and exceeding customer expectations by its knowledge-based ecosystem and impact-oriented solutions.

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