SDVI Rally Insight™

Data Analytics Service for Media Supply Chains

Collect, filter, and present the most relevant analytics for data-driven supply chain optimization.

- Actionable intelligence
- Customizable charting
- Fast and easy reporting
- Secure, permission-based data access

Data is the lifeblood of any enterprise. It reflects the health of the business, it guides decision making, and it enables the analysis of operations necessary for continuous optimization. For media companies, there has always been a wealth of data on content consumption and consumer behavior. But when it comes to data about content production and preparation, most media companies have been flying blind.

That changed with the introduction of the SDVI Rally media supply chain platform, which collects data for every step of every supply chain. Over time, that results in a massive amount of data. Most generic business data visualization tools can analyze reams of data but are limited in understanding media content or metadata, making it difficult to obtain relevant results for media supply chain operators.

The Rally Insight data analytics service turns supply chain data into actionable intelligence. It helps you make faster, better decisions by collecting, filtering, and presenting the most relevant media supply chain analytics. Accurate, granular cost and usage data enables you to

better understand the true cost of your content preparation, improve accountability with more relevant reporting, and make more-informed decisions about taking on new projects. For the first time, you'll be able to know how much time and cost is associated with the preparation of every piece of content.

Tightly integrated with the Rally media supply chain platform, Rally Insight makes it easy to visualize and analyze all the data being collected at every step of a supply chain and use custom metadata fields to filter data for media-specific analytics.

> **"In the past, working out price-per-minute costs was very challenging. To create internal business cases, we had to think about human resources, capital investment and depreciation over time, and utilization—a complex set of variables. Now we can do that very accurately and very quickly to determine which services and workflows are most viable for us."** – *Steve Hale, Sky UK*

Benefits

Enable data-driven intelligence
Predictive analytics and resource utilization metrics provide actionable insights. Out-of-the-box dashboards and custom widgets provide fast and easy visualization, while customizable charting enables operators to filter and group data by show, season, project, or any other custom metadata field. The result is easy access to the information that matters most to users.

Filter and present data analytics relevant to each user
Unlike data visualization tools that work with a standard set of data types, Rally Insight understands associations between usage or cost data and custom metadata, enabling much more relevant analytics, down to specific custom metadata fields such as cost per show, season, project, or any other custom metadata. Rich graphical dashboards organize enormous amounts of data, helping your operators analyze how efficiently their supply chains are running and identifying further opportunities for optimization.

Make operational data easily accessible
From customizable charting to built-in dashboards, Rally Insight makes it easy for supply chain operators to quickly gain access to information relevant to them, providing a new level of organizational intelligence to drive supply chain optimization. As with Rally, SSO authentication with account-based and role-based access controls keeps your data secure.

Features

- Filter and compare data on any aspect of a user's custom metadata (e.g., destination, customer, channel, etc.)
- Create customized charts and layouts based on chart type, data subsets, data ranges, and time series
- Set user permissions to control access to specific data and visualizations
- Easily select data sources for comparative analysis using drop-down data selectors
- Enable reporting on a wide range of capacity and throughput metrics using preconfigured dashboards
- Use trend analysis for modeling and predictive analytics
- Measure resource utilization—including cost, performance, tool usage, and infrastructure usage—over time

Use Cases

- Reporting on historical data
- Analytics for optimization
- Cost allocation based on data

About Rally

The Rally Media Supply Chain Platform deploys all the applications and infrastructure to create a dynamic, responsive media supply chain. These resources can be located on-premise, in a public cloud, in a private cloud, or in any combination.

Rally cloud-native media supply chain management allows you to build, configure, operate & monitor media supply chains at any scale. In the Application Services Market, choose from a comprehensive ecosystem of best-in-class tools for file transformation, QC, ML, security, and content delivery – paying only for what you use. Rally also supports your custom integration through open APIs, messaging or the extensible Rally development environment.
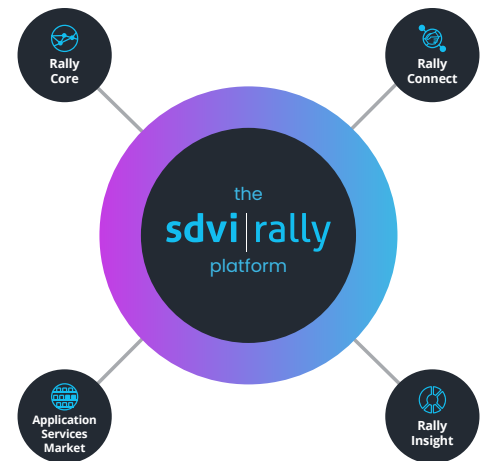
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