Teamwork drives event management solution

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For the sports division of a major broadcast network, smoother global event planning was the endgame.

THE CHALLENGE

A major broadcast network was using a variety of systems and processes to manage sporting events around the globe.

To put the challenge in perspective, for one of the largest sporting events, it takes a full year of planning and hiring. More than 4,500 positions must be crewed and scheduled, and more than 6,000 flight segments and 3,000 hotel rooms must be booked.

With the network's old system, key capabilities — such as onboarding, crewing, scheduling, timekeeping, approvals and financial tracking — were handled in disparate corporate systems with little to no integration. The network was unable to rely on a single system to rapidly track and reconcile actual labor and logistics costs per event.

Another issue was the lack of published and enforced standards for taxonomy, workflows, reporting and so on. Troubleshooting technical and business issues often meant sourcing institutional memory for resolution. Because these legacy systems were nonintuitive, training took longer and workflows were inefficient.

These old systems needed to be retired and their capabilities combined into one simple, elegant, consumer-grade interface that the network's 300+ users could quickly adapt to.

HOW WE HELPED

A powerful, elegant solution that does it all

In collaboration with business stakeholders and vendors, Optimity's team of analysts, designers and technologists managed and executed user experience design, software architecture design, and web/mobile development, driving the project to successful completion despite significant timeline constraints.

How we helped (continued)

Because of the restricted timeline, design of requirements and user experience were conducted in parallel, with close collaboration between technical teams and business stakeholders from multiple vendors and clients. Rapid ideation with visual prototypes were presented to business users on a weekly basis. We dedicated business analyst teams to each of the network's user groups, so they could act as proxies and work closely with the design and development teams to translate business needs into the most elegant and efficient user experience.

In a collaborative effort between business stakeholders, vendors and Optimity, we were able to design and develop the entire composite application, which involved multiple languages, currencies, dashboards and reports.

RESULTS/IMPACT

Scheduling, planning and saving money with a system that's enjoyable to use

The project team transformed the network's disparate systems into a new composite event management solution with an appealing, intuitive interface. Instead of feeling like a stodgy business application, the user experience is more akin to interacting with a social media platform. The application surfaces the information people need to reduce costs, schedule resources and plan scenarios in a way that's easy and enjoyable.

Multiple dashboards and visual metrics help business users make decisions quickly, and keep business stakeholders informed. Through multisource analytics and more than 50 on-demand reports, the network can now make informed decisions based on insights gleaned from their data.

The application has proven to be a critical workflow efficiency tool for the management of events varying in size and scope, and more than 1,500 events have been executed using the new system.

THANK YOU

There is always more to the story. For a more comprehensive discussion on this project or other Optimity Advisors' consulting services and solutions, please contact:

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