



# **TRANSFORMING HOW A GLOBAL BROADCASTING NETWORK MANAGES BRAND IDEAS**

From Manual System to a Centralized,  
Automated Review and Approval System.

# About the Customer

A global lifestyle television broadcasting network with over 50 channels worldwide, creating diverse content that transcends cultural and ethnic boundaries. The network continuously seeks culturally relevant program ideas to engage audiences worldwide.

A global media leader known for its innovative content ideas spanning entertainment, lifestyle, and cultural programming.

## Engagement Story

As a global network with more than 50 channels catering to diverse cultural and regional audiences, the broadcaster needed a constant flow of fresh, localized program ideas. Each channel generated concepts tailored to its market and viewers, creating an ever-growing stream of submissions to review and approve.

However, managing this creative volume through spreadsheets and email threads soon became unsustainable. Ideas were lost in long chains of messages, tracking progress was difficult, and approvals often took weeks. The manual process burdened internal teams, slowed decision-making, and risked inconsistencies across regions.

To address these challenges, the organization decided to automate its program idea submission process using a Pega-powered solution. The goal was to create a centralized platform where ideas could be submitted, reviewed, and approved seamlessly, bringing speed, transparency, and structure to a highly dynamic creative workflow.

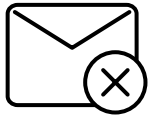
The client decided to reimagine its global idea submission workflow into a smart, transparent, and collaborative digital ecosystem.

# Key Business Challenges



## **Risk of Information Loss**

Manual submissions often failed to capture complete creative inputs, leaving valuable ideas unrecorded or misplaced in transit.



## **Inefficient Communication**

Email-based approvals slowed the process and created confusion in follow-ups and ownership.



## **Data Accuracy and Auditability Risks**

Constant spreadsheet edits introduced inconsistencies and errors.



## **Delays in Decision Making**

The manual review process extended approval timelines, delaying program launches and creative execution.

Challenges spanned process inefficiency, data integrity, and delayed feedback, all impacting business agility.

# Desired Goals

- Create a centralized system to keep the team informed about all ideas.
- Enable automatic routing, live status updates, and centralized dashboards for every submission.
- Ensure each idea remains secure, traceable, and free from manual handling errors.
- Shorten review timelines for on-time approvals and smoother project initiation.

# Solution



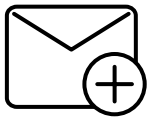
## Brand Idea Submission Workflow

The solution involved implementing a Pega-powered brand idea submission workflow and digitizing the end-to-end process from idea intake to evaluation.



## Pega Case Management

Centralized handling of idea submissions, enabling visibility and accountability throughout the workflow.



## Email Integration

Automated notifications and approvals helped streamline communication between creators, producers, and reviewers.



## SLAs & Escalations

Built-in deadlines ensured timely action on each submission, improving turnaround times.

The digital workflow unified operations across teams, helping ensure efficiency, accountability, and error-free idea management.

# Key Activities Involved

- Analyzed the existing manual workflows to define expectations and process transitions.
- Created case templates for submission, review, and approval under a unified digital framework.
- Integrated automated notifications and reminders to streamline submission tracking and follow-ups.
- Implemented background checks for data consistency using Pega validation mechanisms.

# Business Outcome



## **Complete Data Reliability**

The new system helped ensure data accuracy, version control, and eliminated dependency on spreadsheets.

## **Faster Approvals**

The new tool helped the client effectively consolidate diverse suggestions and move quickly to the next stage of operations.

## **Improved Productivity and Collaboration**

Helped the cross-functional teams collaborate more effectively through centralized visibility.

## **On-Time Project Delivery**

The solution was implemented within 10 weeks, helping meet all strategic and delivery milestones.

# Client Testimonial



The team's agility to work through and resolve the various issues for this MLP is very much appreciated. As you know, I am aiming for this product to have a good user buy-in with a meaningful impact so that HCI can be more efficient in our time for processing the many brand proposals that come through. The work your team has done contributes to this success. And this success will allow us to build further tools for the efficiency of our mission and operations.

**- Director of Analytics & Innovation**



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