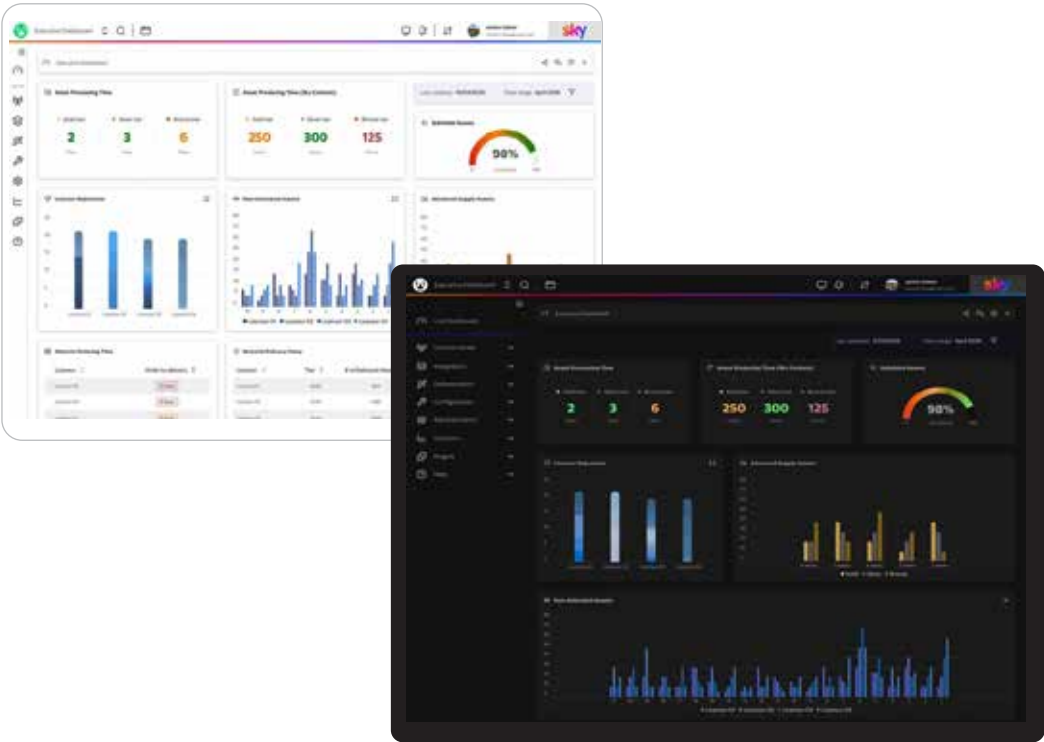


Enabling Executive Visibility in Content Management

Celfocus partnered with Sky Deutschland to define a scalable and implementation-ready executive dashboard concept for Content Management. The engagement combined business alignment, data analysis, UX/UI design, and technical assessment to improve operational visibility and support more data-driven decision-making across the content lifecycle.



CHALLENGE

Sky Deutschland's Content Management landscape handles high volumes of information, complex workflows, and multiple stakeholders across the content lifecycle. Operational data and KPIs were spread across different systems, limiting visibility and creating reliance on manual reporting.

As operational needs evolved, the opportunity emerged to create a more connected and standardised view of performance and improve access to actionable insights.

SOLUTION

Celfocus delivered an Enabler Phase combining business analysis, data assessment, UX/UI design, and technical feasibility evaluation to define a scalable Executive Dashboard concept. Through collaborative workshops and stakeholder alignment sessions, Celfocus defined strategic KPIs, mapped operational workflows and data sources, and designed interactive dashboard prototypes focused on centralised visibility and executive reporting.

The engagement also established the foundations for future implementation and long-term scalability.

BENEFITS



Executive-level visibility across the content lifecycle



Enhanced operational transparency through actionable insights



Centralised and standardised KPI reporting



Reduced manual reporting effort and fragmented data analysis



Faster, more data-driven decision-making