

# Automated Data Insight Platform

How we streamlined  
GroupM's data processes  
to deliver faster, more  
accurate business  
intelligence

group<sup>m</sup>

**CUSTOMER  
SUCCESS STORY**



## Customer challenge

GroupM, one of the world's leading media investment companies, manages over \$60 billion in annual media spend through multiple global agencies. Their teams needed to gather and analyse data from numerous sources, but the process was highly manual, time-consuming, and prone to delays.

The challenge was to create a unified, automated, and reliable way to collect, combine, and analyse data – freeing staff to focus on insight generation rather than repetitive data preparation.

## The solution

First Digital designed and implemented an end-to-end cloud-based data enablement platform using Microsoft Office 365 and Azure services.

The solution automated the entire data lifecycle (from extraction and transformation through to analysis and reporting) bridging the gap between IT and business teams and placing analytical power directly in the hands of those with the deepest understanding of the data.



## The results

- **Faster Access to Insights** – Data that previously took significant manual effort to prepare was now readily available, enabling faster decision-making.
- **Improved Data Quality** – Automation reduced errors and ensured the most up-to-date data was always available for reporting.
- **Empowered Business Users** – Analysts and operational teams could spend more time exploring insights rather than wrangling data.
- **Streamlined Operations** – Manual processes were replaced with scalable, cloud-based automation, reducing workload and freeing resources for higher-value activities.