

# MediaRing

## CASE HIGHLIGHTS

**Profiled Organization:** MediaRing

**Challenge:** A need to access reliable and accurate competitive information. specifically pricing structures and promotional activity in a consistent, cost effective and timely manner.

**Solution:** Automation Anywhere's SMART Web extraction tool intelligently extracts the competitor information from the Internet and converts the data into .xls/ .csv file , then sends it as an email or update to the company database.

**Benefits:** MediaRing has the advantage of reliable, updated competitor pricing information. Automation Anywhere empowered them to formulate effective pricing structures and market strategies.

*"As soon as we downloaded the software we were able to start using it. No learning curve whatsoever. Our entire team had the information at their disposal and the competitive information started pouring in instantly."*

*- K. Patel -Senior Director, Marketing (Worldwide)*

## BACKGROUND

MediaRing, a leading VoIP service provider, is headquartered in Singapore, with offices in Sunnyvale (USA), Tokyo, Shanghai, Beijing, Hong Kong, Taiwan, Kuala Lumpur, and Cambodia. The company is listed on the Main Board of the Singapore Exchange since November of 1999. Through its strong technological capabilities and extensive distribution network, MediaRing brings high-quality voice communication services to carriers, enterprises, service providers and consumers with its wide range of service offerings.

## ISSUE

In order to continue providing the best services in a highly price sensitive and dynamic telecommunications market, MediaRing needed to deliver world-class services at competitive rates. They were faced with the Herculean task of:

- Tracking the various competitive movements in the market.
- Tracking changes in various pricing strategies, especially because the telecom market is very sensitive to price
- Extracting pricing data, which took too much time.
- Maintaining security as the data transferred contained sensitive competitor information.
- Curtailing revenue losses arising from relying on unreliable pricing information.

In summary, the biggest challenge was to find a solution that was easy to use and able to extract data from public websites automatically, periodically, on-demand and above all be converted to a common format for comparison & benchmarking.

*“Thanks to Automation Anywhere, our company became responsive to market changes and was able to grow a satisfied customer base”*

*- K. Patel -Senior Director,  
Marketing (Worldwide)*

*“The marketing team can now focus on their core competency of defining strategies & executing plans, and not waste their time extracting data from Web. Competitive analysis is a critical element for success.”*

*- K. Patel -Senior Director,  
Marketing (Worldwide)*

## **SOLUTION**

Using Automation Anywhere, MediaRing was first able to consolidate all the downloaded data.

The data downloaded was in a multitude of different formats. Automation Anywhere automatically downloads data files, decrypts them and finally transforms the data to meet with system requirements.

On an ongoing basis, it allows the freedom of editing & scheduling these downloads, enabling them to react to changes in the market.

Automation Anywhere then, validates the downloaded data and reformats it as per MediaRing requirements to provide continuous updated and reliable competitor pricing information. This enables MediaRing to effectively formulate marketing strategies.

All this correlated data is then sent to relevant members of the marketing team.

## **BENEFITS**

Using Automation Anywhere, MediaRing easily setup automated web data extraction. Today, after six months MediaRing is successfully leading the market and consistently gaining market share by formulating effective pricing strategies. Their departments listed the ongoing benefits of Automation Anywhere:

- It has helped reduce costs.
- It curtails revenue losses from unreliable pricing information.
- Increased revenue with increased and faster reactivity to market changes.
- Pricing strategies are more current and have helped gain additional market share.
- Saved employee time by about 40%.
- Better strategy planning due to sound knowledge of the pricing data fluctuations.
- Increased business responsiveness.
- Reduced human error due to previous manual processes.

In the past, MediaRing dedicated a large part of their employee time and resources in downloading information from the web and distributing it to the marketing department. Now this activity, which took more than a two days every couple of weeks, has been eliminated with the help of Automation Anywhere.

Realizing their business strategy of creating high-growth by harnessing the power of leading-edge technologies, MediaRing is looking forward to expanding its business potential aided with Automation Anywhere.

If you found this case study useful, we invite you to discover how Automation Anywhere can give your business an edge – visit [www.AutomationAnywhere.com](http://www.AutomationAnywhere.com)



## **PRODUCT INFORMATION: AUTOMATION ANYWHERE**

Automation Anywhere is an intelligent automation software for business & IT tasks. No programming required. Enterprise license includes state of the art drag and drop automation, remote deployment, Visualizer, Workflow designer, image recognition and many more features. Free trial available. Read more about this product at <http://www.AutomationAnywhere.com> or call our sales hotline +1-888-484-3535.