

CASE STUDY

# Entertainment Giant "Nominates" Automation for "Best Supporting Role" in Merger

## Organization profile

This company is a leading media and entertainment company with billions of subscribers, ranking #1 in multiple entertainment categories.

## Results

**100+**

Citizen developers

**80%**

of massive merger automated within first year



Automation Anywhere's technical thought leadership has been absolutely instrumental in our CoE program's success.

Director, Enterprise Solutions, Platform and Hyperautomation Services



## Challenge

A prominent entertainment industry leader undergoing a merger with two other entertainment moguls recognized the need to consolidate operations. Forced to contend with manual workarounds to bridge new and legacy platforms, the company turned to automation. Instead of focusing only on facilitating a smooth merger, the company took advantage of the opportunity to proactively optimize its overall operational efficiency. With the power of Intelligent Automation, inefficiencies were addressed within multiple departments that were causing errors, compliance risk, delays, and money wasted.

## Solution

Automation Anywhere, the company's preferred automation partner, helped the entertainment giant optimize and expedite the merger using a phased approach to implementing low/no code automation. By strategically targeting high-value use cases such as invoice handling, order-to-cash, job requisition, and benefits management in functions like HR and finance, an impressive 80% of the merger was successfully automated within the first year.

After the initial phase, the entertainment giant activated a team of 100+ citizen developers, empowering them to help scale automation to other areas of business, including corporate, revenue, production, and its studio system. The company used Automation Anywhere's cloud-native platform on AWS to scale its automation program. Not only did the merger go smoothly, but the company saw enhanced operational efficiency, reduced costs, increased accuracy, and strengthened its regulatory compliance across the enterprise.

## Processes automated

- Corporate tasks
- HR functions
- Finance processes
- Revenue reporting & functions
- Production tasks
- Studio system functions



Scaling with Automation Anywhere is really very seamless. It has been good so far for us.

Director, Enterprise Solutions,  
Platform and Hyperautomation  
Services

# The whole story

In a strategic move, the entertainment conglomerate merged with two other high-profile, media corporations. While this presented a lucrative business opportunity, it brought forth its own set of challenges. The complexity arose not only from the integration of three distinct legacy operating systems that needed seamless communication but also from the ambitious objective of consolidating them into a singular, streamlined operating framework.

The goal was to start small and optimize an automation center using low/no code automations the team could easily scale. The entertainment company found high-value use cases in HR and finance, focusing on automating tasks such as invoice handling, order-to-cash, job requisition, and benefits management. A year later, an impressive 80% of the merger had been automated.

The company then pivoted to its next focus: activating, inspiring, and supporting a team of over 100 citizen developers to scale productivity. Within a year, end-to-end solutions emerged in its corporate, revenue, production, and media platform departments, with cloud-native Automation Success Platform on AWS orchestrating solutions for each department's inefficiencies.

The entertainment leader experienced a remarkable reduction in processing time and errors, along with increased compliance, a seamless merger, and the establishment of a single, optimized new system of work.

# The future

The automation journey didn't stop there. The company plans to continue optimizing its citizen development framework and company-wide hyperautomation. The entertainment company is also exploring opportunities to operationalize AI within its organization, with a specific emphasis on orchestrating end-to-end processes and seamlessly integrating AI in high-value use cases within its legal, corporate, finance, and HR departments leveraging the Automation Success Platform and AWS Bedrock. Leadership is very interested in how generative AI solutions could improve its current processes. A review team is currently performing extensive research and running the proposed solutions through its stringent vetting process.



## About Automation Anywhere

Automation Anywhere is the leader in Intelligent Automation solutions that put AI to work across every aspect of an organization, empowering businesses worldwide to unleash productivity gains, drive innovation, improve customer service, and accelerate growth.

Learn more at [automationanywhere.com](https://www.automationanywhere.com).

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