

CASE STUDY SNAPSHOT

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

## Company Profile

Number one in several entertainment categories, the media company has billions of subscribers and an expansive portfolio.

## Challenge

Three media giants agreed to merge, sparking a need to consolidate legacy systems. They leveraged the opportunity to streamline all operations.

## Why Automation Anywhere?

Automation Anywhere facilitated a seamless merger, beginning with low/no code automations in finance and HR, before expanding hyperautomation across the rest of the business. This resulted in improved operational efficiency, lowered costs, and ensured regulatory compliance.

## Outcome

Automation Anywhere facilitated a seamless merger for Paramount, beginning with low/no code automations in finance and HR before expanding hyperautomation across the rest of the business. This resulted in improved operational efficiency, lowered costs, and ensured regulatory compliance.

**100+**

Citizen developers

**80%**

of massive merger  
automated within first year



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