



Centralized Processes for Statutory and Management Reporting and Analysis

Discovery Communications is a global leader in many areas of media. As it prepared to become a public company in 2007, it became acutely aware of the need for better management information. SAP BusinessObjects Planning and Consolidation provided a single platform for consolidation, reporting, analysis, forecasting, and planning.

QUICK FACTS

Industry: Entertainment & Media
Headquarters: Silver Springs, MD
Website: www.discoverycommunications.com
Revenues: \$3.4 billion
Employees: 4,000
SAP® Solution(s) and Services: SAP BusinessObjects Planning & Consolidation (BPC)
Implementation Partner: Column5 Consulting
www.column5.com

Key Challenges

- Reporting process involved disparate sources and technologies, plus manual manipulation
- Finance and Accounting time spent collecting, consolidating, and reconciling data rather than analyzing it
- Manual processes tended to introduce errors
- Data in multiple systems resulted in multiple versions of the truth
- Difficult to generate pro forma financials, intercompany and intracompany eliminations, and analysis by brand, geography, etc.

Implementation Best Practices

- Proof of concept established viability for solution for all needs
- Executive sponsorship and commitment throughout project
- Shared project management responsibility between Column5 and Discovery project team
- Participation by all finance divisions as well as IT Financial & Strategic Benefits
- Centralized management information, creating confidence in accuracy and reliability of the data
- Enabled meeting reporting needs of becoming a public company
- Improved business insight with multidimensional data analysis
- Enabled business users to create their own reports on the fly for timely analysis

Operational Benefits

- Administration handled by business users versus IT, allowing quick changes as needed
- Support and maintenance requirements reduced due to standardized design and centralized management
- Less time spent by resources on data collection and collation
- Streamlined the month-end reporting process, as well as forecast collection and analysis
- Simplified ability to meet compliance requirements

Why SAP Was Selected

- Single solution to handle multiple EPM processes like reporting, forecasting, planning, and consolidations
- Already using SAP ERP and BW and so wanted tight integration

Why Column5 Was Selected

- Company management and field staff have long experience with the SAP BPC product
- Solid customer references
- Believed Column5 could help Discovery maximize the value of its investment



Discovery Communications

is the world's number one nonfiction media company reaching more than 1.5 billion subscribers worldwide, through 100-plus worldwide networks, led in the U.S. by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, and others, along with digital media properties and educational services. Internationally, Discovery distributes a portfolio of 21 television brands.

With global operations and subscribers in over 170 countries, Discovery knew it had to create a single, centralized environment of timely and accurate financial information, as well as streamline and integrate processes for management and statutory reporting. With a transition to a publicly held company looming and a deficiency in its ability to quickly report on and analyze financial information from its GL, those needs were heightened. Its reporting processes involved a combination of various platforms, Excel templates, and hard copy reports. Although the process allowed them to report along divisional lines, it was extremely difficult to slice across all divisions to look at a brand, platform, or geography. It was also difficult to look at a department like Marketing or IT consistently across all divisions.

Exciting New Discovery: a Unified Financial Platform

In order for Discovery to provide more accurate and timely information, a decision was made to invest in a new system that could meet its reporting requirements but that could be extended to meet other performance management needs as well. SAP BusinessObjects Planning and Consolidation (SAP BPC) not only was able to meet its statutory

requirements for becoming public, it provided a unified platform to drive all of its financial processes.

Leveraging the SAP GL

Since it was running an SAP General Ledger, Discovery was able to modify the GL to capture data at the right level of detail to support the desired reporting. Then, using SAP BPC, Discovery was able to simplify its financial reporting process, running its reports from a centralized multidimensional database that provides it with standard, easy to use and customize financial reports at the appropriate levels of brand, platform and geography.

Faster, Better Analysis and Reporting

SAP BusinessObjects Planning and Consolidation has provided Discovery with a window into the data that makes it simple for its end users to slice and dice the financial information as needed to perform valuable analysis.

The end result: streamlined processes and better, faster decisions.

"The successful implementation of SAP BPC as the column5 reporting tool has been instrumental in significantly enhancing Discovery's ability to analyze and report on the performance of its business units in an efficient manner."

- Discovery Communications

About Column5

Column5 is one of the fastest growing consulting organizations in the U.S., and provides top expertise in business performance management. Founded in 2005, Column5 consultants have implemented SAP BusinessObjects Planning and Consolidation (formerly OutlookSoft) for over 300 customers across the Globe.

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