

# Dentsu Aegis Network takes efficiency to a new level with Catalytic

## CHALLENGE

Mid-office media activation processes were repetitive, tedious, time-consuming, and prone to human error

## SOLUTION

Catalytic automated most manual and timeconsuming steps within the mid-office actualization\* work boosting accuracy, consistency, compliance, and speed

## IMPACT

Manual effort reduced by 68% on average and in some cases up to 95%, resulting in significant overhead savings and increased efficiency

**dentsu**  
**ÆGIS**  
network

**INDUSTRY**  
**Media**

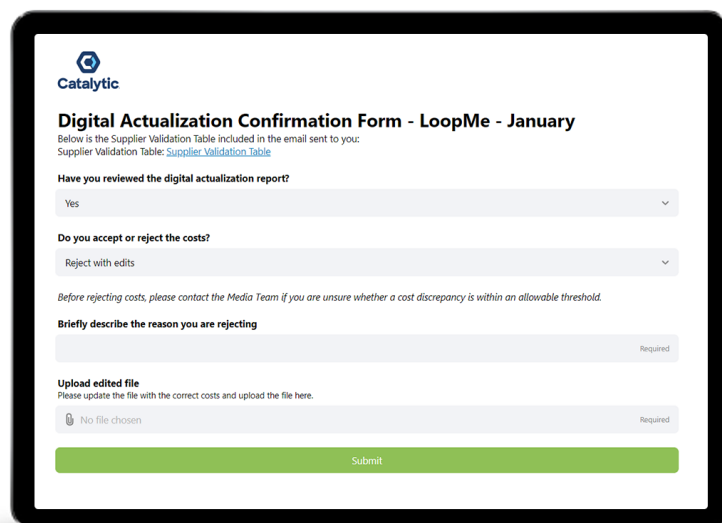
**COUNTRIES**  
**145**

**EMPLOYEES**  
**50,000+**

**CUSTOMERS**  
**11,000+**

## Dentsu Aegis Network

is a media and digital marketing communications company that is all about innovation. In fact, it's the company's corporate philosophy. In that spirit, Dentsu established the Automation Center of Expertise (COE) to ensure the company's operations remain cutting edge. The Automation COE provides a framework for Dentsu to identify integrated and intelligent automation opportunities to improve its processes and make good on its promise to create new value for its customers and society. Dentsu's COE partnered with Catalytic to accelerate the automation of selected mid-office media activation processes that hold significant back-office downstream implications and prove the value of automation to the business.



The screenshot shows a web form titled "Digital Actualization Confirmation Form - LoopMe - January". It includes a Catalytic logo, a link to a "Supplier Validation Table", and several dropdown menus for "Have you reviewed the digital actualization report?" (set to "Yes") and "Do you accept or reject the costs?" (set to "Reject with edits"). There is a text field for "Briefly describe the reason you are rejecting" and a file upload section for "Upload edited file" with a "No file chosen" button. A green "Submit" button is at the bottom.

# Mid-office, data intensive work - a prime target for automation

A large part of media agency business operations requires a heavy volume of manual midoffice work that involves substantial data transformation and actualization. The effort behind these internal processes was repetitive, time-consuming, and prone to human error.

- Every customer has different needs that required Dentsu to adapt to each one

- The process required extensive back-and-forth between multiple stakeholders and the speed was impacted by how quickly team members could respond to customers
- An entire team was needed to absorb the pre-reconciliation actualization work to confirm media spend for large accounts

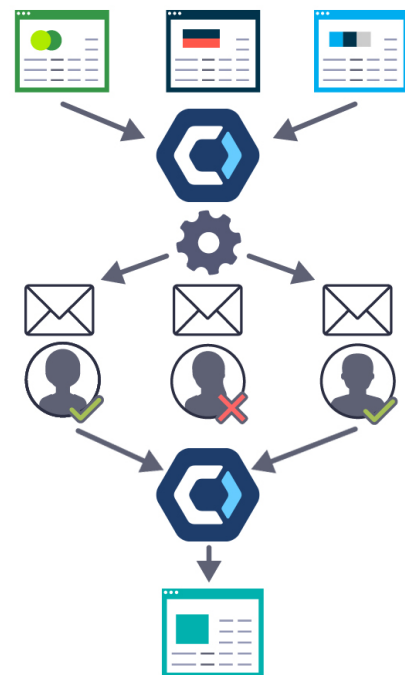
## Moving into the future with Catalytic

After reviewing numerous platforms, Dentsu chose to partner with Catalytic for its AI and intelligent automation approach. They recognized Catalytic as a flexible partner with reliable operational excellence experience. Together they identified roadblocks and addressed challenges.



### ORIGINAL Mid-office actualization process

1. Manually gather reports from multiple system
2. Aggregate, filter, combine, calculate, export data
3. Email out for validation a. Vendors provide feedback
4. Put together customer feedback
5. Enter data back into the system



### AUTOMATED Mid-office actualization process

1. Pull reports from multiple systems
2. Manage and organize data
3. Automatically email out for validation  
a) Vendors provide feedback
4. Consolidate feedback
5. Update the system with gathered feedback

VS

## Quick wins and continuous improvement

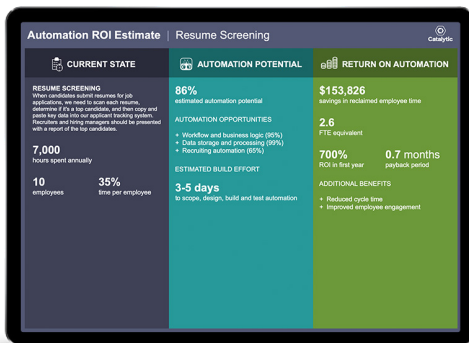
By automating this subset of work, the COE was able to increase accuracy, consistency, and speed. The manual efforts were now reduced up to 95%. The team also uses Catalytic to do realtime status checks on running processes.

Within two weeks, Catalytic delivered a solution with one client team that will be deployed across 30+ teams by the end of 2019. Catalytic worked with Dentsu to develop a roadmap for further automation. Once fully implemented, Dentsu expects to further improve the efficiency and speed of mid-office actualization processes, significantly reducing the need for downstream actualization work and allowing multiple teams to focus on delivering more value to media clients.

“Strategic automation is a journey that requires planning for scale. We can't manage today's automation needs the way we managed yesterday's IT projects. We need to be nimble, agile, and forwardthinking. **Catalytic is a trustworthy partner, providing significant ROI, with a vision to scale by making the technology accessible to nontechnical audiences.** That means we can easily deploy automation throughout the organization, resulting in massive productivity gains, cost reduction, higher quality, and reliability of data.



Max Cheprasov  
Chief Automation Officer



See how much you can save with our ROI Calculator.

Try the calculator

## Ready to get started?

Contact us to learn more about how Catalytic can enable your team to do more meaningful work:

1-844-787-4268 • [go@catalytic.com](mailto:go@catalytic.com) • [catalytic.com](https://catalytic.com)

