

CASE STUDY

## Business Transformation Bring New Life to Footage Licensing Business



**Problem:** A major media company's footage licensing business was not meeting revenue growth goals, client needs were not being addressed, and the competition had significantly improved their offerings in a relatively short period of time. While the footage licensing business was a relatively small portion of overall revenue, it is a strategically important business unit.

**Solution:** Progility Partners conducted an assessment of the business opportunity across six dimensions and made specific, actionable recommendations, provided the executive-level leadership for the entire business transformation, coordinated all resources to efficiently and successfully implement the recommendations, and developed a prioritized roadmap for future enhancements.

**Result:** In less than 6 months from the initial assessment, business processes were modernized, the organization had been revamped, underlying technology improvements were defined, prioritized and implemented, and a new website was designed, built and launched. This business transformation was well-received by the customers, the staff and executive leadership. Customer experience has improved significantly, and the footage licensing business is well-positioned for significant revenue growth and operational scalability.

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