



# CASE STUDY

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## Global Data Compliance Programme- Media & Entertainment Organisation

### Executive Summary and Challenge

This case study outlines the successful execution of a multi-million-dollar data compliance program spanning two years and 15 countries for a prominent media and entertainment organization. The challenge involved conducting an in-depth assessment of 16 business applications, developing a robust business case, creating a comprehensive roadmap, and effectively engaging with the C-suite to ensure compliance with data regulations and standards.

### Challenge

The media and entertainment industry was rapidly evolving, driven by digital transformation and increasing scrutiny of data regulations. Our client, a major player in this sector, recognized the critical need to address data compliance comprehensively.

The specific challenges they faced included:

- **Complex Data Ecosystem.** The organization had 16 distinct business applications across various departments and geographies, leading to a fragmented data landscape with compliance issues.
- **Legal & Regulatory Landscape.** The media industry operates in multiple countries, each with its own set of data privacy and security regulations. Staying compliant across 15 countries was a daunting task.
- **C-Suite engagement.** C-suite of the urgency and necessity of a multi-million-dollar data compliance program required a compelling business case and clear communication.

### Approach

- **Strategic Alignment:** By aligning the BI Programme's objectives with the company's strategic goals, emphasizing how data-driven insights could lead to better decision-making and increased profitability.
- **Business Case Development:** The business case was developed, highlighting the expected benefits, cost savings, and long-term value of the BI Programme. This included a detailed ROI analysis, risk assessment, and a phased implementation plan.



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### Approach

To tackle these challenges, the organization adopted a systematic and comprehensive approach to data compliance:

1. **Discovery & Assessment.** To identify potential compliance gaps, data vulnerabilities, and areas of improvement.
2. **Business Case Development.** A strong business case was created to outline the financial, operational, and reputational risks of non-compliance and the potential benefits of a proactive data compliance program.
3. **Roadmap Creation.** A phased roadmap was developed, outlining the steps, milestones, and timelines for achieving compliance across all applications and countries.
4. **C-Suite Engagement.** Regular briefings and presentations were conducted to engage with the C-suite, addressing their concerns and emphasizing the strategic importance of data compliance for the organization's future.
5. **Cross-functional Collaboration.** Collaboration among IT, legal, and business teams was ensured to implement compliance measures effectively and efficiently.

### Results

1. **Enhanced Data Protection.** The organization achieved a high level of data protection, reducing the risk of data breaches and legal consequences.
2. **Operational Efficiency.** Streamlining data compliance processes across applications and countries improved operational efficiency and reduced costs.
3. **Global Alignment.** By harmonizing compliance efforts, the organization ensured a consistent approach to data protection in all 15 countries.

### Testimonial

"I worked with Mignon on a number of major business development and transformation programmes. As the Programme Director, Mignon delivered all programmes successfully, demonstrating her strong leadership, business and technical skills. Mignon, a Programme Director who delivers" - KH