DXC’s credentials

DXC’s analytics capabilities include:

• 8,000+ analytics professionals
• Established analytics data labs
• 10,000+ customer analytics-related engagements
• 500 million-record reference datasets
• Best-in-class analytics and AI platforms offering choice and flexibility

As new technology, changing consumption habits and constant disruption change the business landscape, media and entertainment companies need to make quick business decisions based on analysis and facts, not intuition. They also need to find new ways to target their content and advertising in this world of instant customer service and hyperpersonalization. The goal is to attract and retain customers, creating more resilient and longer-lasting customer relationships, while also increasing revenue and profitability.

The problem is that many organizations do not have data organized properly and lack the analytic competencies and disciplines necessary to effectively meet these information delivery requirements. Companies need data organized in an intuitive and integrated way, so users can derive business answers quickly. They also need to know how to gain actionable insights from the data to pave the way for improved customer experiences.

What DXC offers

DXC Technology has the global resources and capabilities to offer comprehensive end-to-end solutions that help clients modernize data and analytics platforms and provide strategic business insights for improving the customer experience and making better-informed decisions.

DXC’s complete portfolio of analytics and data management services rapidly provide insights and accelerate your digital transformation journey. Our robust partner ecosystem allows you to leverage your investments while building the analytic solutions of tomorrow. DXC’s analytics solutions portfolio includes:

Customer analytics. DXC can help you establish a 360-degree view of your customers with the ability to provide efficient business performance tracking and consistent information across the organization. We help you use analytics to tap into data to identify viewing and spending patterns, and then analyze the information to achieve the desired customer experience outcome.

Among our customer analytics capabilities:

• Social analytics — DXC can perform an analysis of content on social media platforms such as Facebook, Twitter and Instagram and inferences of contextual content (emoji use, generational and geographical language use, multimeaning words) to uncover trends and identify leading influencers and user sentiment. We can help you identify trending themes and peak activity triggers while analyzing “stickiness.”

Transform the customer experience through advanced analytics
Analytics solutions for media and entertainment companies

DXC’s strong portfolio of analytics solutions helps media and entertainment companies deepen customer relationships and increase sales.
• **Fan engagement** — In the media and entertainment industry, it is essential to provide fans with engaging, satisfying experiences. We help you identify social trends and monitor fan engagement, so you can tailor content to what fans want and need.

• **Churn reduction** — Using artificial intelligence (AI), we can improve customer retention by predicting who is most likely to churn based on customer behavior. We analyze purchasing patterns and demographics to develop a predictive model for calculating propensity-to-purchase scores that enable early churn detection.

• **Value-driven customer segmentation** — We help you identify key customer segments based on value and behavior to gain actionable insights on subsegments for specific cross-sell and upsell opportunities. DXC can build analytics models to help align campaigns to customer needs and preferences and identify microsegments based on factors such as pricing sensitivity.

• **Personalization** — Once advanced segmentation has identified customer preferences and behavior, we help you maximize revenue with every transaction by targeting your customers with personalized content and offers. We help you continuously improve predictions and perform self-learning from campaign feedback, so you can operationalize predictive insights.

**Spend analytics.** DXC’s spend analytics capabilities provide media and entertainment companies with wide visibility into spend, regardless of how fragmented your finance and procurement systems and processes are. This allows you to focus on making evidence-based spending decisions that result in cost savings and greater efficiencies.

**Video analytics.** DXC can help media and entertainment companies gain better insights into their audiences by automating and streamlining video data. Real-time data stream visibility can identify what content keeps viewers engaged, how they consume media and what content they can be expected to consume in the future.

**Visualization services.** To accompany data transformation, our managed service provides easy-to-use, purpose built, cloud-based analytical toolsets and executive dashboards. We provide business intelligence (BI) self-service, and DXC’s OmniLocationTM delivers IoT insights by digitizing maps, infrastructure, assets and operations.

**Enterprise data governance.** DXC can help you formulate, implement and optimize a data management strategy that views IT, business objectives and external requirements collectively. With flexible options, you will be able to classify, archive and manage physical and electronic data reliably and cost-effectively.

**Industrialized AI.** Innovation success in the media and entertainment industry requires the ability to discover and test new ideas. DXC’s Industrialized AI enables companies to learn from data, improve business decisions and automate complex operations. DXC can identify high-value data stories and speed the development and deployment of enterprise-scale, fully functioning AI applications.

**Analytics Center of Excellence.** We can help you establish an Analytics Center of Excellence to provide strategic direction and governance of analytics operationalization. This will help you develop a formal framework for unifying existing and future activities and provide a strategic foundation for driving analytics throughout your organization.

**How DXC can help**

DXC has the global resources, breadth of capabilities and industry partnerships to deliver advanced analytics solutions from end to end. We have analytics experts and experienced professionals with deep knowledge of the media and entertainment industry who can help deliver proven solutions that enhance the customer experience.

Once you have these insights, the real key becomes operationalizing them in a way that makes analytics part of your business processes. We’ve crafted our analytics capabilities around the principles of integration, AI-driven insights and interaction, bringing the disruptive technology of artificial intelligence to help media and entertainment companies find new ways to achieve business objectives.

**To learn more about DXC’s analytics capabilities for the media and entertainment industry, visit**

www.dxc.technology/media_entertainment

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**About DXC Technology**

DXC Technology (DXC: NYSE) is the world’s leading independent, end-to-end IT services company, serving nearly 6,000 private and public-sector clients from a diverse array of industries across 70 countries. The company’s technology independence, global talent and extensive partner network deliver transformative digital offerings and solutions that help clients harness the power of innovation to thrive on change. DXC Technology is recognized among the best corporate citizens globally. For more information, visit www.dxc.technology.