



# SALESFORCE PORTAL

Case Study

# SALESFORCE PORTAL

## About The Client

Our client is a major Media and Entertainment company with business spanning cable television, publishing houses, TV channel and production houses

## Challenge

Our client's Employees and freelance content creators were using spreadsheets and emails to exchange ideas from review to approval to production. As the content and number of freelance creators grew the system became increasingly difficult and time consuming to manage. There was a need for a centralized database to track many submissions to multiple employees and respond in a timely manner. Content approvers would create order from an unwieldy process, and become more secure in the process by creating a centralized database with monitored access.

## Solution Overview

ESS designed a solution to manage incoming submissions in the future. A producer-facing web portal to receive all project treatments, budgets, schedules and deliverables was developed. Producers would be able to create a log-in and electronically sign the appropriate release forms before uploading their submission(s) to the portal. This data would migrate to a centralized controlled database. Content approvers could then spend less time inputting data, and more time evaluating the submissions. From the back-end, the development team would be able to access these submissions, download any relevant pitch documents (e.g. treatment), and send responses to the submitting producers. The portal could also function as an archive for all previously submitted projects. Content approvers could control who has access to what information, limiting access to proprietary information and creating a secure virtual environment for project evaluation. Workflows were developed to enable and streamline the entire process from concept – pilot – approval – production - air

## Value Delivered

Our client's decision to move the portal enabled their employees to spend more time reviewing and approving idea and concepts. The time spent on manual input was eliminated bringing down the review and approval timeline enabling taking shows to production in a lesser amount of time.