



Spectrum Reach: Improving AR and Data Processing for a More Flexible and Seamless Customer Experience

Spectrum Reach is the advertising sales business of Charter Communications Inc., a broadband connectivity company and cable operator. It creates scalable advertising and marketing services driven by aggregated and de-identified data insights and award-winning creative services. Spectrum Reach helps businesses of all sizes reach anyone, anywhere, on any screen.

A key to achieving these goals was to **create a more efficient, streamlined user experience** by consolidating more than 11 regional accounts receivable (AR) solutions and unifying invoicing processes. Spectrum Reach also wanted to find a solution that could process and track high volumes of media usage and transactional data to support more flexible customer billing operations. It was looking for a partner to design, architect, and implement the solution to support today's needs as well as future growth.



Delivering Better Customer Service by Maximizing AR Innovation and Data Monetization with SAP Solutions



Before: Challenges and Opportunities

- Desire to create a better, more seamless customer experience while increasing revenue
- Need to automate certain back-office operations, integrate regional accounts receivable (AR) solutions, consolidate multiple invoices per customer into one, and offer various billing options based on usage
- Lack of ability to expand billing functionality with current AR solution providers

Why SAP and M&S Consulting

- SAP Billing and Revenue Innovation Management solution for its proven success and functionality to support both current and future needs, as well as its native connection to SAP S/4HANA Cloud
- SAP Convergent Mediation solution by DigitalRoute, an industry cloud solution, to track media data, support various customer billing models, and integrate with other business systems at Spectrum Reach
- SAP Landscape Transformation software to replicate data across internal platforms
- SAP Fiori user experience to improve both customer and employee experiences
- M&S Consulting for its ability to implement strategic solutions and for its billing and revenue and integration experience

After: Value-Driven Results

- Improved customer experiences through a better invoicing process with greater usage customization
- Developed a single AR platform, saving time and increasing efficiency for both employees and customers
- Consolidated AR processes, with one invoice per customer, regardless of the type of expenditures or geographic location of purchases
- Gained efficient, rapid processing of high volumes of media data and the ability to scale up in the future
- Automated the invoice delivery process, enabling Spectrum Reach to become a Certified Digital Vendor, making Spectrum Reach a valuable partner for agencies and helping drive incremental revenue

“With the help of SAP and M&S Consulting, we can now offer our customers **more individualized services** that meet their specific needs.”

John Osmani, Vice President of Finance, Spectrum Reach

25%

Reduction in payment application time

Featured Partner



Spectrum Reach
New York City, New York
www.spectrumreach.com

Industry
Media

Products and Services
Advertising sales

Employees
3,300

Revenue
US\$2 billion

Featured Solutions and Services
SAP Billing and Revenue Innovation Management,
SAP Convergent Mediation by DigitalRoute,
SAP Landscape Transformation, and SAP Fiori



Building Future-Ready Systems and More Customer-Focused Digital Business Models

As the digital media industry shifts, so must businesses like Spectrum Reach, which enhanced its back-office operations with a modernized accounts receivable (AR) solution and better processing of massive amounts of media data.

Spectrum Reach chose to work with SAP because of its proven solutions for AR and partner M&S Consulting for its ability to deliver in complex environments and its deep-level billing and revenue experience. The SAP Billing and Revenue Innovation Management solution helped the company streamline invoicing processes and offer flexible, customizable billing options, such as calendar invoices, billing by impressions, and multiple discounts – all within a single customer invoice. With the solution’s subscription order management component, the company built a product catalog offering various usage options. M&S Consulting implemented the SAP Convergent Mediation solution by DigitalRoute to help the company process high volumes of media to feed multiple usage options and scale offerings for growth.

M&S Consulting also built a data lake leveraging SAP Landscape Transformation software to replicate data across other internal platforms and implemented the SAP Fiori user experience with customized roles to improve customer and employee experiences.

“Quick, efficient processing of our media data is critical to timely, accurate customer invoices. With our SAP solutions, we have the ability to **better track and process increasingly high volumes of data** that drive individualized, customized invoices.”

John Osmanski, Vice President of Finance, Spectrum Reach

10%

Efficiencies gained in the billing process, resulting in improved customer service