

How Spectrum Reach Created a Seamless Customer Experience by Redesigning Its Accounts Receivable and Data Processing Workflows

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SAPinsider

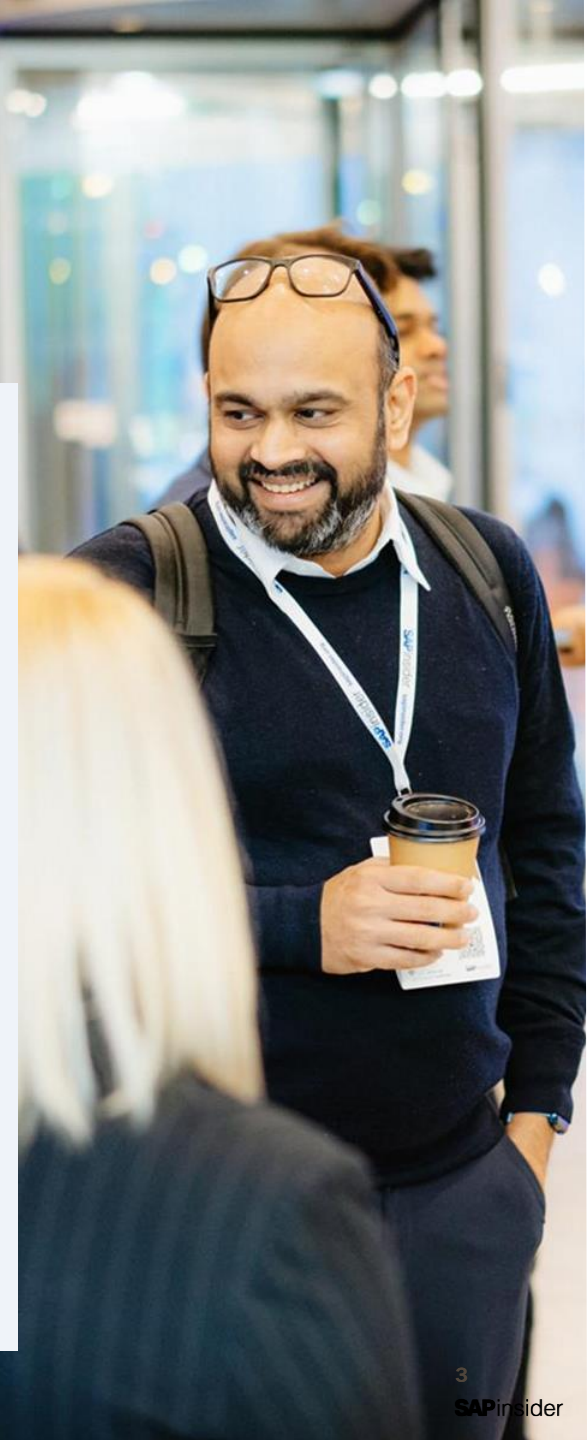


In This Session

- Learn about the challenges Spectrum Reach faced with this implementation
- Hear about the approach to ensure successful delivery of the project
- See how the team is prioritizing the next waves of innovation
- Discuss lessons learned that can apply to businesses outside of the Media industry

What We'll Cover

- Who We Are
- Project Scope
- What We Implemented
- Future Innovations
- Outcomes
- Wrap-Up



Who We Are



Charter Communications: Spectrum Reach



Charter Communications, Inc.

(NASDAQ:CHTR) is a leading broadband connectivity company and cable operator serving more than 32 million customers in 41 states through its Spectrum brand. Over an advanced communications network, the company offers a full range of state-of-the-art residential and business services including Spectrum Internet®, TV, Mobile and Voice.



Spectrum Reach®, the advertising sales business of Charter Communications, Inc., provides custom advertising solutions for local, regional and national clients. Operating in 36 states and 91 markets, Spectrum Reach 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.

Charter Facts: By the Numbers



Nearly 500 Million

IP Devices Connected to Our Network



57 Million

Homes Passed in 41 States



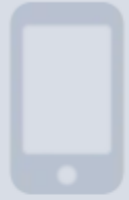
32 Million

Customer Relationships



Source: Charter Communications, as of Q4 2023

Charter Facts: By the Numbers



30.6 Million

Broadband Internet Customers



14.1 Million

Video Subscribers

8 Million

Voice Subscribers

7.8 Million

Mobile Lines

More than 875K

Miles of Network Infrastructure

Source: Charter Communications, as of Q4 2023

M&S Consulting



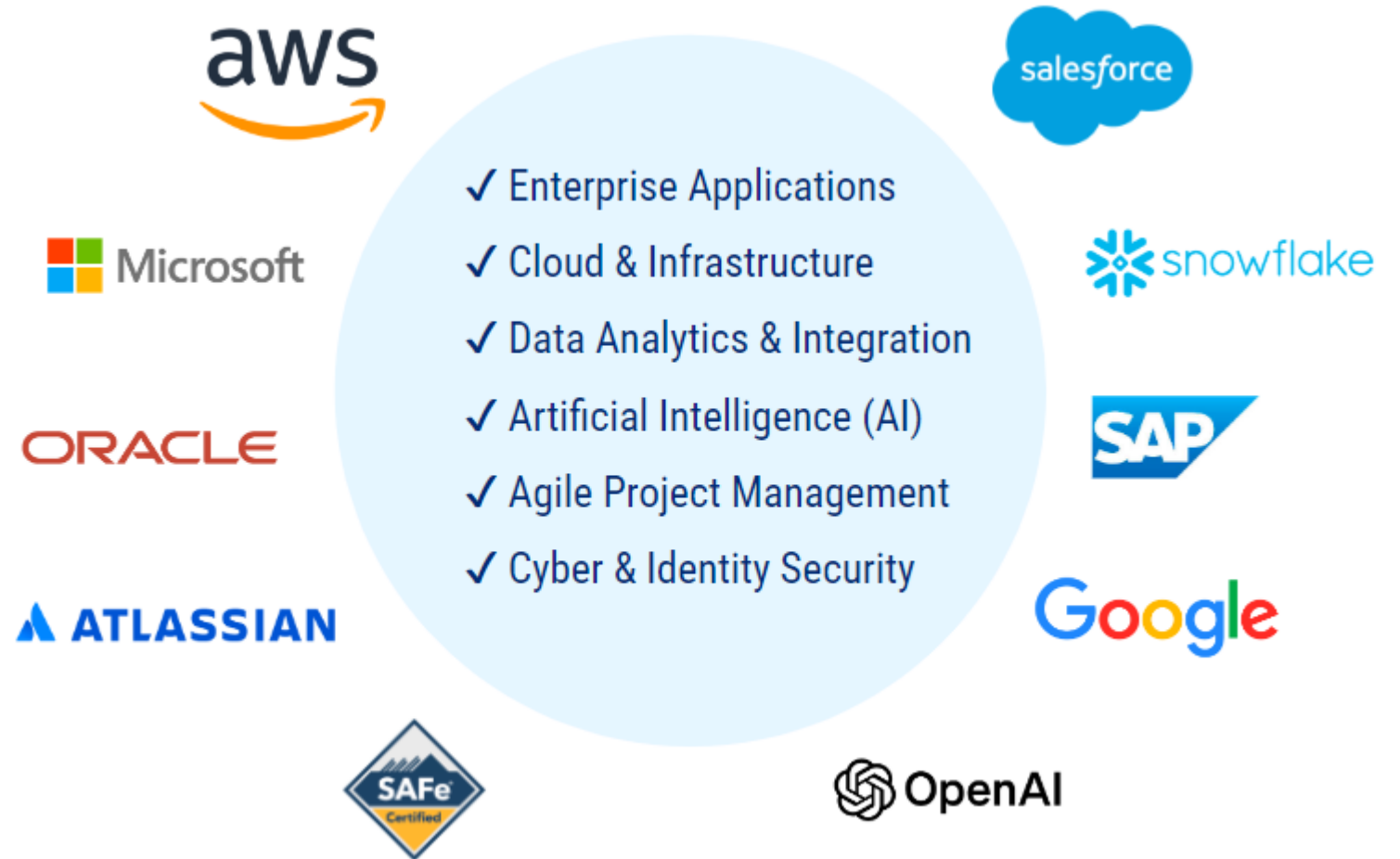
Rapid Agility with Scalable Capability

Since 2002, M&S Consulting has been a trusted partner for both commercial and public sector clients, specializing in IT outsourcing and delivering innovative technology solutions for critical business functions.

Our team of over 250 consultants has carved a niche in the industry by seamlessly integrating process and technology. With our depth and breadth of services, we offer decades of experience in identifying, scaling, mobilizing, implementing, and maintaining digital transformation initiatives regardless of where you are in the journey.

M&S Consulting: What We Do

Our team drives success by combining process and technology while offering a unique depth of expertise, understanding, and leadership in digital transformation solutions.



M&S Consulting: Why We're Different

We are experts at **both traditional technologies and modern innovations**, differentiating us as uniquely qualified to guide through the transition from old to the new.

We offer a full range of **Advisory, Implementation, and Managed Services.**

Traditional

- On-prem
- Monolithic (all-in-one)
- Best-in-suite
- Waterfall
- Manual Processes

Modernization

Our team guides the transition from traditional solutions to modern innovation through documented vision, cultural alignment, staff, and skill upgrades.

Modern

- Cloud Native
- Integrated
- Best-in-breed
- Agile
- Automated
- (AI, RPA, CI/CD)

Project Scope



Business Challenges

1 Desire to create a better, more seamless customer experience while increasing revenue

2 Need to automate certain back-office operations

3 Could not expand billing functionality with current AR solution providers

4 Find a solution that could process and track high volumes of media usage and transactional data to support more flexible customer billing operations

Project Charter

Implement a single Billing and Revenue Management system

Transform non-SAP data for consumption by SAP

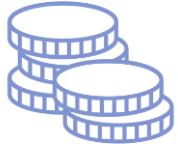
Create a Master Data Model

Enhance invoicing capabilities

Consolidate and enhance reporting leveraging Fiori

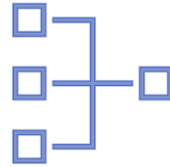
Create a single source of truth for all financial data within SAP

Project Objectives



Finance

Speed up invoicing process, reduce costs



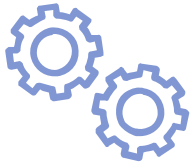
Sales

See an integrated view of their accounts



End User

Improve the user experience



IT

Easier to maintain data in a single system



Data Security

Ensure data access for the right people



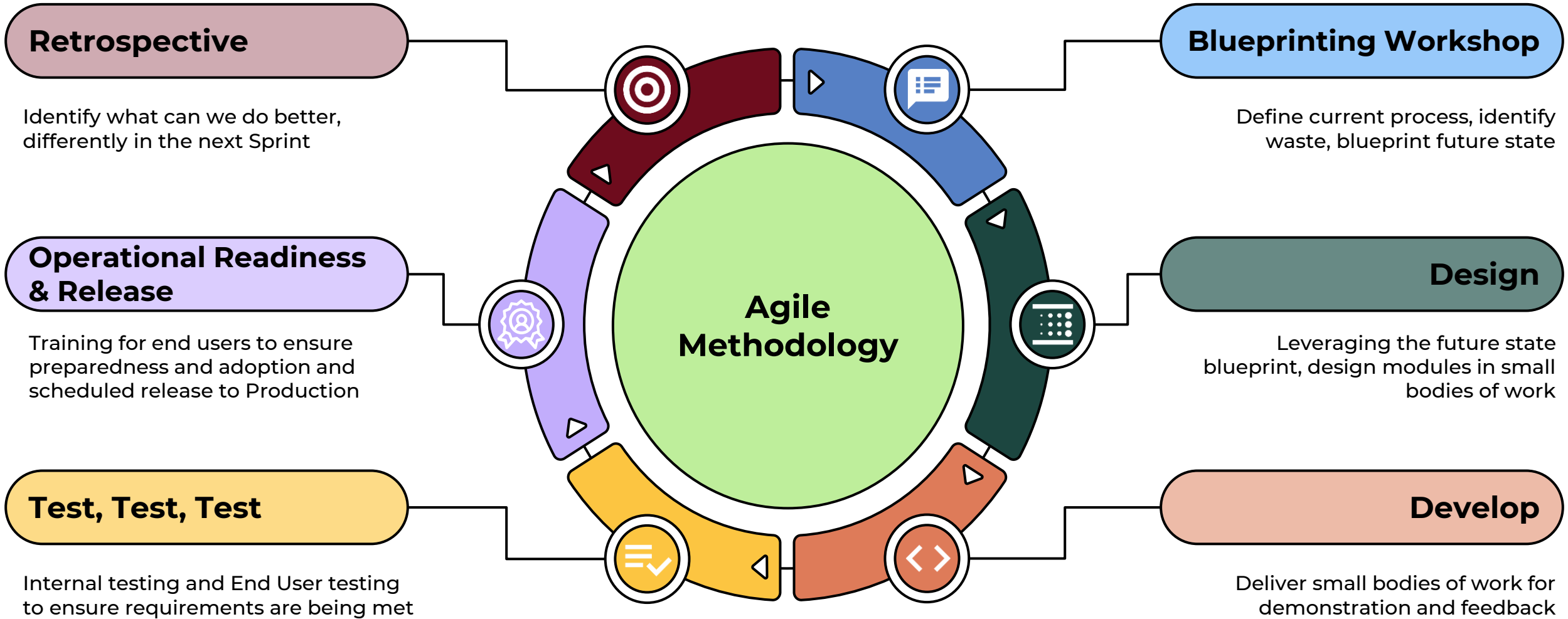
Customers

See all their billing information in one invoice

What We Implemented



Methodology



SAP Convergent Mediation by DigitalRoute

What it does

Track media data from multiple input sources

Integrate with other business systems at Spectrum Reach

Why we implemented it

To collect, transform, validate, and unify data

To facilitate parallel processing in real-time

SAP Billing and Revenue Innovation Management (BRIM)

What it does

Collects billable items from
Convergent Mediation

Initiates billing multiple sets of rules

Produces the invoice

Why we implemented it

For its proven success and
functionality to support both
current and future needs

For its native connection to
SAP S/4HANA Cloud

Billable Items (BITS) On Demand

What it does

Generates an on-demand invoice vs. end-of-the-month

Invoice a group of customers at any given time outside of the normal billing cycles

Invoice specific orders on an invoice

Why we implemented it

To provide flexibility to customers in viewing their billable items

To accelerate the billing and invoicing process

Sales Order Process Monitor

What it does

Identify errors on orders: missing Accounts, Master Data of Account Executive data

Allows for orders to be updated and cleared from the error log

Why we implemented it

Allows one centralized team to resolve errors

Provides a one stop solution for Master Data Error resolution

Future Innovations



Impression Based Billing

What we have planned

Create invoices based on performance of verified impressions

Building the foundation for the transition to impression-based currency

Why we will implement it

Provides more visibility for customers into their impression performance

Provides more flexibility in billing and invoicing

Client Portal

What we have planned

Create connections from SAP to provide real-time billing and invoicing data

Provide on-demand data for Client Portal consumption

Why we will implement it

Reduce customer service requests

Empower customers

Integrations

What we have planned

Integration with Charter Corporate's SAP system

Integration with Callidus compensation payments

Integrations with CRM and Order Management Systems

Why we will implement it

Provide more efficient processing and workflows

Reduce data duplication efforts, using SAP data as the one source of truth

Outcomes



Value-Driven Results



25%

**Reduction
in payment
application
time**

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

Improved customer experiences through a unified invoicing process

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

Wrap-Up



Key Points to Take Home

Elevate Today, Expand Tomorrow

Craft an Architecture that Scales with Success!

Blueprint Brilliance

Invest in Precision Design from the Start,
Not Midway!

Purify the Path

Cleanse Your Data for Seamless Migration



Key Points to Take Home

Fortify, Verify, Release

Test Beyond Limits for Production-Ready Brilliance!

Stress Test Triumph

Gauge the Pulse, Embrace the Load,
Never Underestimate the Power!

Ready, Set, Thrive

Unlock Success with Operational Preparedness as Your Master Key!



Where to Find More Information



M&S Consulting SAP Page (QR code):

SAP's Spectrum Reach Customer Impact Story (downloadable PDF)

SAP's Industry Cloud Video Interview:
Innovation Value Story with M&S Consulting

mandsc.com/sap

M&S Consulting SAPinsider Landing Page

sapinsider.org/vendor-showcase/mands-consulting/

SAP BRIM Solution Page

sap.com/products/financial-management/billing-revenue-innovation-management.html

SAP Convergent Mediation by Digital Route Solution Page

sap.com/products/financial-management/convergent-mediation.html

Thank you! Any Questions?

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Please remember to
complete your session
evaluation.

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