

Rapid Application Development for Media Companies with the Microsoft Power Platform

When off-the-shelf software only meets part of your needs, but building a custom application is too costly and time consuming, the Microsoft Power Platform bridges that all-important gap, combining Microsoft Power Apps, Power Automate, and Power BI into a low-code, rapid application development environment that AKA can put into action to rapidly build apps, automate workflows, and extend any software you already use—not just Microsoft solutions.

The result: Exactly what you need to accelerate innovation—in days, not months, and at a lower cost than traditional software development.

A PLATFORM AND PARTNER THAT MOVE AT THE SPEED OF MEDIA

There's no denying the media industry is a volatile market that has seen dramatic changes. Leading organizations have merged, consolidated, and modified their revenue streams and business models to adjust to ever-changing customer preferences and challenges of the new mobile and social media centric economy. The key to consistent, profitable growth in this environment is to take advantage of technology... quickly and cost-effectively. The right solution ensures your ability to support the ad sales and ad billing processes associated with emerging and complex revenue streams specific to your industry while controlling costs—and the right partner puts that solution into action.

In the business of helping companies innovate through technology for more than 30 years, AKA Enterprise Solutions is 100 percent focused on the Microsoft platform as the foundation of our solutions for the Media industry. Our Media experts have decades of experience in the industry, supported by strong technical expertise. They have helped more than 50 media companies worldwide to dramatically improve the way they drive, measure, and manage critical business processes.



Case In Point: Accuweather

Legal Document Management within Dynamics 365 CRM & Teams

Accuweather provides forecasts to nearly 2 billion people through many channels, delivering customized enterprise solutions to media, business, government, and institutions, and content for 180,000+ third-party websites. Accuweather's salespeople and attorneys were using a complicated, manual process to manage contract negotiations, which lengthened the sales cycle considerably and stalled deals.

AKA created a mobile device and desktop-accessible Power App that bridges the gap between email and both structured and unstructured business apps. Integrated with Dynamics 365 CRM, SharePoint, and Teams, the solution enables salespeople to review and manage and communicate with customers about contracts from a mobile device—all with the peace of mind of knowing the exchanges are automatically tracked and saved. Attorneys can use Teams to discuss the terms of a contract, and the contract negotiation process now runs seamlessly, allowing salespeople to close deals in a fraction of the time.

Regardless of the media space (print, digital, linear, mobile, or social networks) you work with or the media process you are engaged in (media selling, media buying, publishing and subscriptions, or event management), AKA can leverage the Power Platform to support your unique business processes, ensuring your ability to satisfy your customers at every turn:

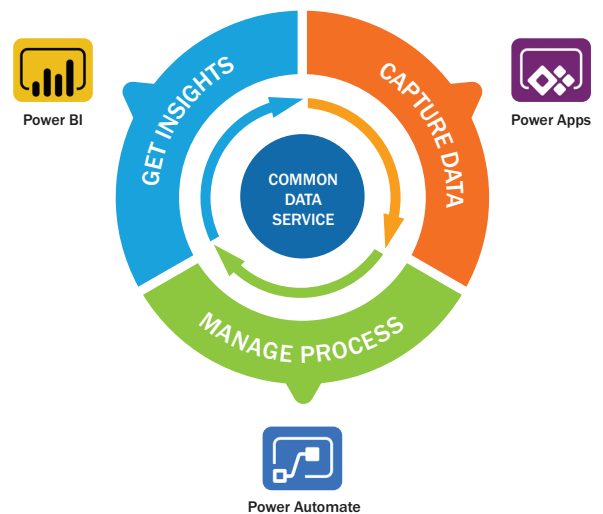
- > Sales automation
- > Multi-platform campaign management
- > Revenue forecasting
- > Media-centric business intelligence and analytics
- > Consolidated billing and financial reporting
- > Advertising – agency relationship management
- > A global/integrated view of campaigns, including production, inventory, billing, and sales data

WHY WE WORK WITH THE MICROSOFT POWER PLATFORM

AKA's Microsoft experts have used the Power Platform to empower clients with a broad range of solutions, from mobile document uploaders and contract management to automated client reporting and mobile trade approval from Salesforce. With more than 200 out-of-the-box connectors and the ability to create custom connectors, the possibilities are endless.

- > Improve productivity and efficiency with apps designed specifically for your business processes
- > Enable collaboration by connecting to your data, wherever it is, with automated workflows
- > Guide your users through processes to keep them on track and ensure data consistency
- > Get a single source of truth across your organization with data standardized by the Common Data Service
- > Have confidence in a solution backed by experts in Dynamics, Azure, and system implementation and integration

MICROSOFT POWER PLATFORM



ABOUT AKA ENTERPRISE SOLUTIONS

AKA specializes in making it easier to do business, simplifying processes and reducing risks. With agility, expertise, and original industry solutions, we embrace projects other technology firms avoid—regardless of their complexity. As a true strategic partner, we help organizations slay the dragons that are keeping them from innovating their way to greatness.

