



CONSOLIDATING ENVIRONMENTS, DELIGHTING WITH DATA



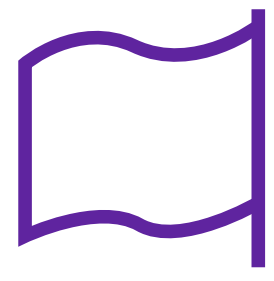
DXC Technology helped Astro bring consistency and efficiency to their worldwide media operation.

Astro needed to make sense of their sprawling vendor and data landscape. We helped them to consolidate their systems, simplify software ownership and serve media that their customers want to engage with.

When you grow, it's tough to avoid a complex maze of software vendors growing up around you as you try to fill gaps across locations and markets. That's why Astro came to DXC, to simplify their data landscape and get control over their customer data.

With a dedicated, single solution on AWS Cloud, we helped Astro slash their total cost of ownership, improve data performance and serve every customer the media they want to engage with.





THE CHALLENGE

For any multinational media giant, finding a way to ensure consistency in services and software management will always be a challenge. Astro had a large and disparate data operation, encompassing multiple vendors across regions, alongside a variety of software licenses.

Astro asked DXC to help them consolidate their data environment, to support further expansion, reduce vendor complexity and improve their ability to use customer data.



WHAT WE DID

DXC took advantage of an in-region AWS data center to quickly consolidate their data architecture onto AWS Cloud.

This made it much easier to integrate data from multiple sources and reduce the complexity of their software licenses.

End-to-end automation of the data handling and storage environment ensures a faster, more agile management model, reducing errors and human intervention. Astro can more easily harness the real value of the data, to serve customers with media they want to see, improving retention.



HOW IT'S BETTER

Our single, simple solution reduced Astro's reliance on multiple vendors across regions, dramatically reducing the cost of ownership of Astro's software and licenses. The new platform is easier to scale, giving the team more control over software spend and ensuring reliable performance on AWS Cloud.

Customers enjoy a smoother, more personalized media experience, with content that's better fitted to their preferences and expectations.



INTERESTED IN WHAT WE DO?

At DXC, we partner with some of the world's largest and most recognized companies leveraging our industry experience. Our difference is in the doing with consultants, engineers and implementers who can solve the challenges, build the solutions and move companies forward like no one else can.

If you'd like to learn about how we can transform your organization, please email us at **partnerevents@dxc.com**

We look forward to speaking with you.

