



“When the subject of RPA came up, we thought it could be the perfect way to remove the need for manual intervention. Fujitsu RPA as a Service enables us to quickly try out and scale the solution based on our needs.”

Juha Allonen
ICT Director
MTV



MTV has introduced Fujitsu Robotic Process Automation (RPA) to handle repetitive tasks. It is reducing costs, removing the potential for human error and boosting efficiency.

At a glance

Country: Finland
Industry: Broadcasting
Founded: 1957
Website: mtv.fi

Challenge

Faced with declining advertising revenue, broadcasters must tighten their belts. MTV wanted to reduce costs by automating certain common processes, such as randomly selecting customer feedback for review, data entry, and invoicing.

Solution

MTV turned to long-term IT partner Fujitsu for advice. It recommended RPA, which automates clerical processes using software robots or artificial intelligence (AI) workers for consistent and efficient operation.

Benefit

- 70 percent reduction in costs associated with one specific process
- Employees are more productive, less frustrated and able to focus on value-added tasks
- RPA has enabled MTV to reduce its reliance on third-party consultancies
- RPAaaS delivers robust operation and flexible scaling to a predictable cost with Fujitsu responsible for future scaling and maintenance

Customer

MTV is a Finnish media company and is part of the Bonnier Enterprise, with its roots firmly in television's early days in the 1950s. This once small start-up has grown into a media company that broadcasts news, entertains its viewers and creates new experiences around the clock. MTV3, Sub and AVA are popular free-to-air channels, while these channels can also be viewed online via MTV Katsomo. Paid content is available through the MTV Total package as well as through the online C More service, which focuses on films and series.

Products and Services

- Fujitsu Robotic Process Automation, delivered as RPAaaS

Handling repetitive processes

There have been many dramatic changes to the broadcast industry as advertising revenue continues to fall while viewers spend more time online. This trend looks set to continue, meaning broadcasters must find new ways to become cost-effective; MTV is no exception.

"During recent years we downsized the business, which involved laying off staff and outsourcing some common processes, such as data entry or invoicing," explains Juha Allonen, ICT Director, MTV. "These processes are typically repetitive and involve copying and pasting the same information into different formats for different documents."

Despite having downsized the business, MTV was now paying several thousand euros per month to external consultants to handle this boring but important work in a business process outsourcing setup. It thought there must be a smarter way to take care of it in-house without requiring dedicated staff.

MTV's principal IT partner is Fujitsu, which is responsible for its IT infrastructure and service desk. It holds regular brainstorming sessions with MTV to explore new avenues for collaboration and digital transformation. One such session led to the discussion of a new solution that could address this specific challenge.

"Fujitsu knows our business well and is continually introducing us to new services and innovations," adds Allonen. "When the subject of Robotic Process Automation (RPA) came up, we thought it could be the perfect way to remove the need for manual intervention when dealing with common interactions."

An automated future

RPA is an emergent technology which automates clerical processes using software robots or artificial intelligence (AI) workers. By emulating the work of a human agent to drive applications and systems-based work, it delivers consistent and efficient process operation. MTV decided to undertake a proof-of-concept (POC) exercise to find out whether it would work in practice.

"The POC worked well so we began to introduce small numbers of processes to the RPA platform," continues Allonen. "The initiation came from us; we asked questions concerning which processes might be suitable and whether the cost will justify the benefit."

RPA uses software to emulate human interaction with applications and systems, typically using a standard user interface.

It automatically processes transactions, manipulates data, triggers responses and communicates with other systems, without the need for human oversight. Software robots, which can be easily created and customized for specific tasks, take care of the repetitive chores.

Fujitsu delivers via the Fujitsu RPAaaS concept, which provides the RPA platform as a service, so MTV can pay as its uses and thus have a scalable solution with predictable cost. In the Fujitsu RPAaaS contract, Fujitsu manages all implementation of new processes at a fixed price and ensures they are automated and put into production in a robust manner. Fujitsu also handles all maintenance of the robot-processes and ensures that they provide the benefits expected and return the expected hours back to MTV business.

"The first two processes were automated within three months and we aim to add a new process each month," says Allonen. "The journey to date has been seamless so we are looking forward to exploring how we can take this technology further."

Faster, more efficient, lower cost

Fujitsu RPA enables MTV to save employees' time and reduce the frustration of handling repetitive tasks. These employees can then focus on doing something that will be less boring and add more strategic value to the company. Furthermore, using RPA removes the potential for human error, a real issue when peoples' minds begin to wander.

"Two of our employees are now much more productive and less frustrated. By eliminating boring processes, we have made the workplace more efficient," comments Allonen. "We're also taking out the risk of error and subjectivity. For example, one process we have automated concerns picking customer feedback at random. No human will ever be truly objective and, even subconsciously, will pick out positive feedback. That's no use to helping us improve our customer service."

RPA has also enabled MTV to reduce its reliance on third-party consultancies. It is saving up to 70 percent on one single process and expects this to snowball as more processes become automated. The potential for core business functions such as on-boarding new employees or invoicing is huge.

"The goal is to become less reliant on our third-party consultants and bring all of these processes onto the RPA platform," concludes Allonen. "It is an ongoing journey of digital transformation but the positive feedback we have received so far shows that it is worth it."

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