# Revedia for data normalization

## Wrangle data chaos and automate actionable insight

Media and entertainment organizations need actionable insight to compete. But analyzing data — quickly, accurately, and at massive scale — is only becoming more difficult as proliferating distribution models drive complexity.

## Changing expectations

Data can reveal valuable information about content engagement, audience behavior, and distributor performance. Given the volume and variety of today's data sets, however, everyday business users across the enterprise need new ways to efficiently manage and normalize the data they rely on to make the best business decisions.

**Today's most successful organizations are able to:**

- › Ingest and normalize disparate data from internal, distributor, and 3rd party sources
- › Automate processes to reduce the overhead of repetitive, low-value tasks such as data entry
- › Rapidly aggregate and analyze heterogenous data sets and deliver actionable reports
- › Avoid costly errors and miscalculations associated with manual data management
- › Distribute insight in a variety of formats, from granular filters to executive dashboards
- › Implement future-proof data solutions that drive immediate and long-term ROI

## 83%
**of organizations cannot maximize data value**

KPMG

## 45%
**of data science time is spent on data preparation**

Anaconda

## 42%
**of M&E executives want to improve data capabilities**

Oracle

**SymphonyAI**
**MEDIA**

# A modern data solution

**The Revedia platform empowers organizations to measure and maximize the value of their data. Leading global television networks and video streaming platforms leverage our technology, developed by industry veterans and world-class data science experts, to deliver the superior insight they're counting on to drive business forward.**

### Focus on high-value work:
Automated data normalization and ingest alleviate the burden of manual processes so you can dedicate resources to more strategic tasks.

### Deliver actionable reports:
Filter and visualize data by variables such as distributor, time period, and series; use persona-based dashboards to deliver relevant, actionable insight.

### Improve forecasting:
Maintain accurate, up-to-date projections based on the most recent changes in your business, including revenue share agreements and audience engagement trends.

### Track performance:
Easily calculate revenue and measure the impact of your distribution strategy to identify the most lucrative opportunities to monetize the content you own.

### Maintain one source of truth:
Maintain accurate, up-to-date data on a single platform to avoid the expense and errors of duplicate systems.