



Plain Concepts is a global Microsoft Gold Partner founded in 2006, with offices in Europe, USA and UAE.

Customized solutions span across Data Modernization, Analytics, Artificial Intelligence, web and mobile development, Mixed Reality and IoT.

Customers include GroupM, Microsoft, Mediaset, Tele5, EA, Dolby, Atresmedia, Asisa.



Media is going through a huge transformation across the value chain, and has amassed heaps of data that contain valuable insights. Monetizing this data, understanding campaigns ROI, the ability to forecast demand, and win customer loyalty with targeted, personalized experiences are a few ways in which Plain Concepts can help media companies stay competitive and drive new revenue streams.

• Monetize Data

Consolidate Terabytes of siloed data ultrafast.

Unlock new insights with advanced analytics.

Perform ROI analysis, and **cost attribution** across channels.

Segment audiences and **personalize experiences** with Artificial Intelligence.

Knowledge extraction, **intelligent search**, contract analysis, anomaly detection.

Automate processes with Artificial Intelligence.

Forecast ad conversion based on cookie-level data.

Visualise data and KPIs in UIs, and **modern reporting** dashboards.

Increase **pricing transparency** with ML.

Centralize 360° customer profiles based on consumption patterns, demographic data, social media etc.

- **Modernise to a cloud architecture** to scale globally and reduce costs. We have performed some of the largest cloud database migrations in Europe, with no interruptions.
- **Design web and mobile applications** with user-friendly & interactive content.
- **Automate complex distribution** and publishing schedules, deliver without interruptions.
- **Centralise data, systems & platforms**, reduce costs and manage complex operations.
- **Fortify security & address compliance** challenges (e.g. GDPR).
- **Seamlessly collaborate** with between internal and external stakeholders.
- Incorporate **Mixed Reality** to create unique **customer experiences**.
- **Leverage IoT** to improve customer engagement.

Next Steps:



Data Strategy Workshop

Two-hour ideation session to identify a personalised business use case and outline the execution strategy.



Data Architecture Assessment

One-day technical workshop to health check your data estate and the ability to execute on the desired project



Mixed Reality Experiences

Available to showcase in the local Microsoft Technology Centre.

**plain
concepts**

Rediscover
the meaning of technology

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