

CBS Marketing Group Partners with Isos Technology to Streamline Complex Project Management Processes

The CBS Marketing Group is a full-service marketing, advertising, and media organization responsible for all strategic and creative aspects of marketing for original CBS programming—news, sports, and entertainment. Each year, the group creates hundreds of promotional spots for seasonal television, digital, social, and outdoor media advertising campaigns. Each individual promotional spot requires detailed, labor-intensive coordination around a multitude of tasks like generating scripts, assigning talent, managing voice-overs, and licensing music.

The Challenge



CBS Marketing Group's more than 150 team members had been using a proprietary, .NET-based system aptly named Promo Tracker to manage the promotional spot production lifecycle. Over time, workgroups with different areas of focus (e.g., strategy, design, production, etc.) had developed different processes and methodologies and modified it to meet their specific needs. Further, Promo Tracker had gaps in functionality so many processes were still taking place outside the system—requests were being made through email, assets were being shared as attachments, and information was being tracked through spreadsheets. Spreadsheets posed a particular challenge—with no way to enforce taxonomy, information was being tracked in different formats and there were version control issues. With data in so many different places, it was difficult to track usage rights, resulting in excessive royalty and licensing fees. It was nearly impossible to get a clear picture of work-in-progress or to report on it.

With the rise in popularity of CBS programming, including fan favorites like Big Brother, Survivor and 60 Minutes, it became apparent that the difficult-to-scale Promo Tracker was becoming a bottleneck rather than an asset. The organization needed a single, easy-to-use technology platform that would support complex, multi-step workflows, allow them to exert governance over processes and methodologies so projects were structured and managed consistently, yet flexible enough to accommodate the specialized needs of individual work groups. They were seeking to bring as many ancillary processes into the system as possible to eliminate cumbersome, error-prone, manual tasks; to have detailed visibility into the status of each project; to be able to report on their entire body of work; to improve traceability of completed work; to evolve processes as business needs dictated; and to be better able to scale for growth.

CBS executives formed a committee to research potential solutions, and they quickly identified Atlassian tools, including Jira Software, as their solution of choice. The committee, led by Mitch Cardwell, Vice President, Brand Identity and Systems, then identified Isos Technology as their implementation partner. While CBS Marketing Group was replacing an existing system, they did not necessarily want to replicate existing processes. Instead, they wanted to find the greatest efficiencies, even if it meant doing things differently.

The Solution

CBS Marketing Group was open to new approaches that would streamline complex workflows and maximize productivity. After an in-depth discovery and planning stage focused on listening to the client and understanding their unique needs, Isos Technology implemented:

- **Jira Software** as their primary project management tool. To support governance, ensure projects are managed consistently, save time, and minimize errors, Isos Technology established default configurations and workflows for new projects. Jira Software provided 100% of the feature coverage of Promo Tracker, enabling the production pipeline to run dynamically and smoothly.
- **Custom scripting** so that information can be exported or saved in PDF format and shared with people who do not work in or have access to the system; to connect with critical third-party tools like their digital asset management system; and to support complex, ancillary, manual processes that used to take place outside the system. For example, once a project is completed, the system automatically creates a ticket in a separate project that calculates standard rates for external vendors and sends the information to the vendor's agency.
- **Confluence** for documentation. When a project is created, a corresponding Confluence space is automatically generated. The Confluence space features default configurations to ensure all documentation is consistent. It also contains links to all digital assets associated with the show, so they can be easily accessed when needed at a later date.
- **Jira Service Management** as their ticketing system so other Viacom and CBS employees outside the marketing group can make various types of requests. This has significantly reduced email volume and streamlined asset tracking.



 Jira Software

 Confluence

 Jira Service Management



Results and Outcomes

Increased efficiency and accuracy

The group has seen significant gains in efficiency due to streamlined and automated processes that save time and minimize errors. They anticipate being able to manage a 30% increase in promotional spots without the need for additional staff. In addition, time-consuming, manual processes that used to take place outside the system can now be accomplished in Jira with a few keystrokes. Further, there has been a 90% reduction in requests made via email. They have also seen dramatic reductions in spreadsheet use, are able to more closely manage usage rights resulting in a reduction of unanticipated licensing fees and royalties, and assets are much easier to find.

Enhanced Governance

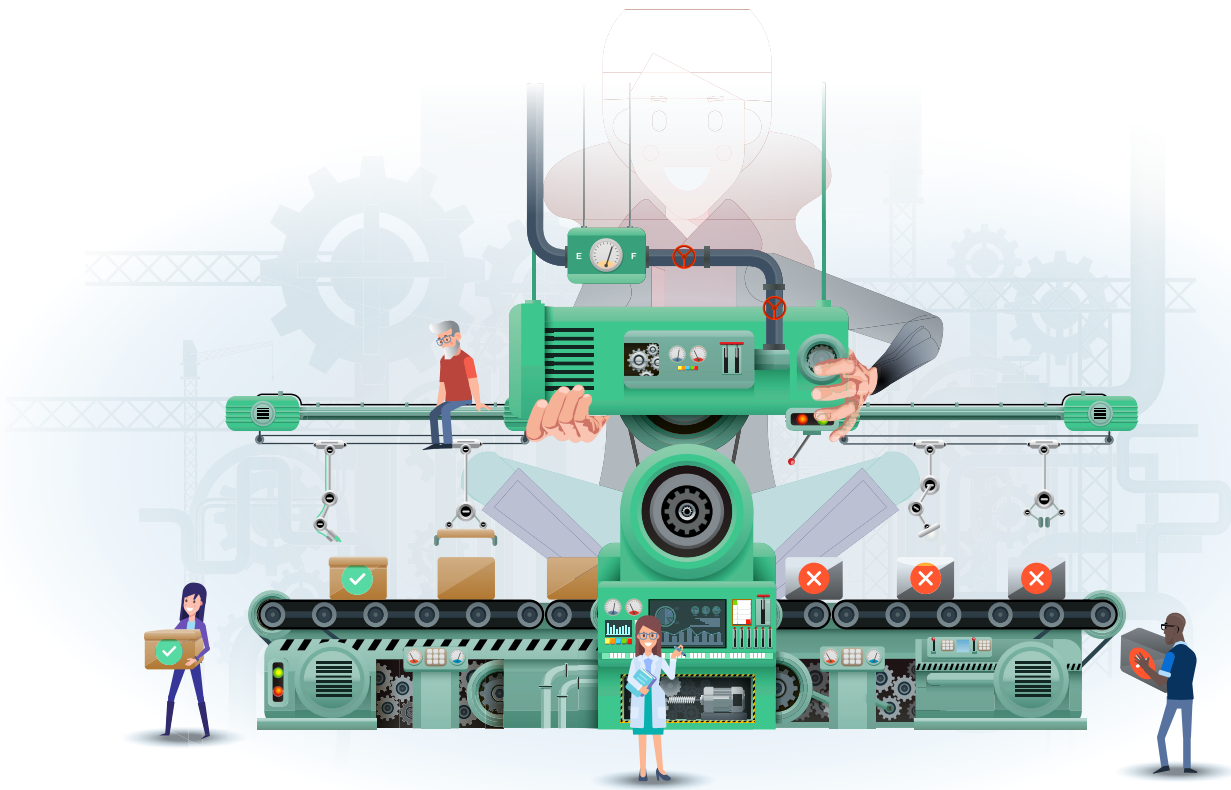
All projects, files, and documentation are consistently structured, named, tagged, and managed, making it easier to initiate new projects, trace and track information, assets, and usage rights; manage permissions; and scale the system.

Increased visibility and collaboration

Knowledge flows automatically through different groups, so work groups have the information they need when and where they need it and can more readily collaborate and move projects forward.

Granular reporting

The group can now measure work far more accurately: they can pull highly granular data detailing what materials are being produced, how long it is taking to produce them, and how many times they are revised. As a result, they can more easily identify and maximize efficiencies, identify and resolve issues, and reduce time-consuming revisions.



The Atlassian tools work incredibly well in our complex creative and production environment. With Jira, we have detailed insight into the status of every project and what everyone is working on. Not only does it save a huge amount of time, but it also prevents errors.

--Mitch Cardwell, Vice President, Brand Identity and System

About Isos Technology:

Isos Technology is a world-class consulting services provider that helps organizations become the best version of themselves through technology, people, and practices. As an Atlassian Platinum Solution Partner with ITSM, Cloud, and Agile at Scale specializations, we thrive on solving your toughest business agility, service management, and Atlassian lifecycle challenges, while accelerating business transformation and outcomes. Founded in 2005, Isos became a portfolio company of The Acacia Group in 2022, with the original founders continuing to drive the mission and strategy for Isos going forward. Isos has since cemented its status as one of the largest Platinum Solution Partners in the Atlassian ecosystem. Headquartered in Tempe, Arizona, and with offices across the U.S., Isos has been recognized as an Atlassian Partner of the Year in the ITSM, Enterprise, and Services categories for the last six out of seven years, an Inc. 5000 Fastest-Growing Private Company, and a CIOReview Most Promising Agile Consulting Company.

For more information, visit isostech.com.

Project Snapshot

- Project management system for CBS Marketing Group designed to streamline promotional spot production process
- Solution comprised of Jira Software, Confluence, Jira Service Management, and custom scripting and integrations
- Complex, multi-step workflows, manual processes and calculations were simplified through automation
- Governance ensures projects are structured and managed consistently, yet system allows enough flexibility to accommodate the specialized needs
- Organization can now track work in progress, more easily access information and assets, and report at a granular level on completed work
- New system can support a 30% increase in projects without adding staff
- Group has experienced a 90% decrease in requests coming in via email



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