



Customer Success Story: RTÉ Television

Overview

RTÉ is a Public Service Broadcaster, a non-profit making organization owned by the Irish people. RTÉ is Ireland's cross-media leader, providing comprehensive and cost-effective free-to-air television, radio and online services, which are of the highest quality and are impartial, in accordance with RTÉ's statutory obligations.

Challenge

RTÉ Television is responsible for sourcing and commissioning programming for television broadcast from the independent production sector. RTÉ has always commissioned some independently made programs, but began to commission independent productions in a major way in response to the Broadcasting Authority (Amendment) Act 1993. The intention was to expand the range and diversity of Irish-made programs and to foster new sources of creativity and energy within the independent television production sector. Independent productions have become a core element of RTÉ's television schedules.

Due to the increase in the number of submissions it was receiving, RTÉ needed a system to support its commissioning activities from initial call for program idea through to evaluation of program proposals. The organization had a very intense period of activity at the start of September 2006 where up to 1400 paper submissions were received, recorded, distributed and acknowledged and RTÉ knew that with its existing manual commissioning process it could not efficiently handle this level of volume growth and process complexity.

Once received, the submissions then had to be grouped, assessed independently by teams of three editorial staff over two assessment cycles, those results collated, signed off and input to a computer system. This activity lasted approximately 12 weeks. Moreover, all communication about each submission was also manually typed into emails.

Highlights

Media

Processes Enabled:

- eCommissioning System for handling the electronic submission of program proposals

Customer Benefits & Results:

- Improved turnaround on proposal assessments
- Ability to handle larger volume of proposals with the same staff
- Greater visibility into proposal information
- Streamlined a process that involved many people, reducing the reliance on manual tasks and freeing up more time for high-value creative efforts
- Created a self-service website to enable external producers to submit and track program proposals completely online

Solution

Using Metastorm BPM®, RTÉ has put in place an eCommissioning solution that facilitates the electronic submission of program ideas from the independent television production sector. The system enables the online evaluation of those submissions according to the detailed evaluation criteria and guidelines RTÉ already had in place.

The components of the solution include an external website that producers now use to register and upload submissions securely; including attaching related documentation and then tracking the receipt and status of their proposals online. The Metastorm BPM-based solution also facilitates an external audit that verifies the integrity and accuracy of the submission and enables the ability to store submitted documentation and distribute to readers for evaluation (with evaluation decisions also stored).

Results

Since implementing Metastorm BPM, RTÉ is realizing significant business benefits from the solution and now has a highly automated means to manage its processes. The introduction of its eCommissioning system has proved very successful, and the organization reports it has received a very positive response from its producer community and from its own editorial staff.

Benefits realized to date include greater visibility by independent producers of where proposals are in the commissioning process, improved producer satisfaction by now having an effective and efficient method of engaging with producers, and affording the RTÉ commissioning teams more time to discuss positive commissioning ideas with successful independent producers.

Additional benefits include faster review and proposal turnaround time and the ability to handle a larger volume of proposals – without any increase in staff. Prior to using Metastorm, the activities around the closing date for proposals took ten working days and can now be completed in just 6 minutes with no human intervention. RTÉ also reports the time taken for assessment activities has been greatly reduced with a time saving of at least two weeks for the initial assessment of proposals.

Finally, the efficiencies and reduction of mundane, manual tasks enabled by the Metastorm BPM® software have resulted in increased administrative and editorial capacity which can now be directed towards the selection and development of television program ideas and productions – a much more productive use of time that delivers greater strategic value to the RTÉ and its constituents.

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