



Case Study

How ITV Studios empowered greater creative collaboration with a low-code Zoho Creator solution to a tangled mess of spreadsheets



www.itvstudios.com

About ITV Studios

As one of the world's largest TV production companies, ITV Studios creates, produces, and distributes award-winning TV shows like Coronation Street, Vera, and Love Island. ITV's Creative Network manages the idea pipeline from inspiration to post-production, working across 13 countries and 60+ production labels to produce over 7,000 hours of original programming a year and partnering with streamers and broadcasters to bring their vast catalog of shows to viewers worldwide.

Solution summary

ITV Studios built their success on being innovative and forward-thinking, but their data management processes and systems were slowing them down. Creative ideas went stale in a mess of disconnected spreadsheets and other systems, stifling collaboration. A low-code Zoho Creator solution brought all these disparate sources together into a single source of information.



Prior to using Zoho Creator, we had data everywhere and multiple potential points of failure... The platform is now a one-stop-shop for all the information we need.

James Hirst,

VP, ITV Studios Creative Network

6 week deployment | **400** users | **1000s** of data sources in **1** shared dataset

The Challenge

Before Creator, each department and production label was using its own spreadsheets and data processes with no cohesion, making it extremely difficult to locate information and collaborate. They needed to consolidate this huge mass of data to make their creative pipeline more efficient and gain cross-department visibility into who was working on and pitching what. Initially, Hirst looked for a spreadsheet-based solution, but soon found that only led to creating even more spreadsheets. He decided to look for a custom solution, but wasn't in a position to dedicate a huge team of developers to the problem.



Once of the main obstacles we faced was bringing all of those systems that existed around the business together to get visibility over what was happening across the business and understand exactly what that meant.

James Hirst,

VP, ITV Studios Creative Network

ITV Studios needed a platform that could:

- 1** Consolidate information from all the systems across the company into one place
- 2** Provide visibility into what other parts of the organization were working on
- 3** Be easily adapted and scaled so they could add more data sources and adapt to fit end users' needs
- 4** Deliver results quickly after implementation for iterative further development

The Solution

ITV Studios worked with Zoho's Partner A2Z Cloud to produce an easily adaptable and customizable low-code platform, setting an ambitious seven-week target for a functional v1.0 dashboard. The show development dashboard, which allows end users to search a common dataset for the whole Creative Network, was up and running in just six weeks, and training was complete globally within another two months. Seamless integration into Zoho Analytics also enabled Hirst to configure automated reports for managers, giving them better end-to-end pipeline visibility.

Solution highlights:

- ✔ Consolidated thousands of data sources into a shared database with a user-friendly search interface, removing a huge frustration and time sink
- ✔ Enabled the organization to align their reporting systems across departments and production labels worldwide, with seamless integration into Zoho Analytics
- ✔ Reduced time spent producing reports through BI automation while increasing insight into both creative and business processes
- ✔ Significantly improved collaboration, opening up more options for multi-party international projects—for example, Mammoth Studio (UK) can easily understand and work with Apple Tree Productions (Denmark) and Gedesel (France)



We chose Zoho because it's a low-code platform, so we could evaluate it very quickly, immediately see the benefits, and start to play with it and process how it would work within our teams.

James Hirst,

VP, ITV Studios Creative Network

Benefits and ROI

The new platform makes it easy to access and share important data, increasing efficiency across the creative pipeline. Users get greater visibility and information for less time investment, and they're seeing stronger and more effective collaboration, with more ideas and more workforce capacity for getting those ideas to screen. Adding automated reporting through Analytics has freed up even more time. There are currently over 400 users, but Hirst hopes to spread the tool further into the organization.

Here's what ITV Studios achieved with Zoho Creator so far:

6 week implementation	400+ users	60+ departments contributing data	1000s of spreadsheets consolidated
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“The more users we have coming into the system, the more benefit we're all getting out of it.”

James Hirst,
VP, ITV Studios Creative Network

Once the initial platform was launched, Hirst and his team were able to take full ownership of it and make direct low-code updates to bring in more data sources and optimize the end user experience for v2.0. The only aspect he still wants to improve is the aesthetic design, and he's excited to delve into with Creator's options for brand styling and personalization to make the solution as visually bespoke as it is functionally.

Zoho offers a suite of intelligent enterprise business software, including an award winning CRM suite, the industry's only comprehensive analytics and BI platform, and a powerful low-code development ecosystem.

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