

ULTRAQuest

Nielsen Media Research Monitor-Plus - A Case Study



Nielsen Media Research, Monitor-Plus,

a publicly traded company, monitors advertising across 16 different media types (such as radio, TV and magazines). The resulting data is used by advertising agencies, television networks and affiliates, independent stations, syndicators, cable systems, and advertisers to buy and sell television time, make program decisions, evaluate advertising expenditures, and to estimate audience reach. Nielsen's current business initiatives are to add new services and expand into new market segments. These require a major transition - from being a company that provides **data**, to being a company that provides **information**. The following details the issues Nielsen encountered, and initiatives taken when they incorporated Select Business Solutions' UltraQuest Reporter as an end user reporting solution.

- **Handling a heavy reporting workload.** As information is their ultimate product, Nielsen generates a large number of reports. Producing these is a challenge. Previously, IT had been generating all new reports. Though reports could be reused, they generally required coding modifications of parameters such as date, state and media. To support business growth, IT is using UltraQuest to enable analyst end users to generate their own reports and to create a system of shared reports with selectable parameters - thus, reducing backlog and freeing up IT involvement.



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- **Migration from transaction processing.**

Many of Nielsen's databases were originally designed to support transaction processing rather than reporting. They determined that a common redesigned metadata model across this data was a requirement for their growth. Rather than physically redesigning the databases or duplicating the data, Nielsen is using this metadata, through UltraQuest, to access the existing data. Jim Briggs, Director, Production Operations said, "This is a nice interim step that is quick to build, offers multiple views (data marts), and ensures speed to market, while keeping the door open to add a long-term solution. The combination of UltraQuest with the appropriate metadata system, will quickly put efficient reporting in the hands of end users."

- **Information integration across**

operating systems. The use of multiple mainframe and LAN platforms required users to know multiple operating environments. This historically made it difficult to maneuver through data to arrive at the appropriate information. UltraQuest will play a major role in

streamlining the overall end-user environment to enable all users to enjoy operating system transparency and quickly obtain the information they require.

- **Creation of standards.** The introduction of Select's UltraQuest Reporter, with its operating environment transparency, will also enable IT to implement a set of standards across their enterprise.

Standards will apply to all reporting activities, from report generation, to formatting, and the final delivery of information. Today all data is processed vertically by media. With the implementation of standards, IT can obtain data that cuts horizontally across all media. For example, for each media type, a set of standard data called "harmonized data" will be stored and accessible for data access. With the installation of standards, UltraQuest will also be used to perform more complex tasks associated with their direction to become an information company rather than a data company

- **Enhanced quality of information for business growth.** In most IT departments, the quality of information is measured in terms of accuracy. With the above initiatives, Nielsen is adding another goal - to ensure the consistent completeness of information. For example, if there are 10 standard information fields, they will be completed and available for every media type.

- **Technology in support of business.** Jim Briggs states, "With UltraQuest we will accomplish several business goals: the reduction of operating costs, ability to offer new services, and the expansion of our business to new customers, while we significantly offload IT resources to work on other critical issues and leave reporting to the end users."



To obtain more information, please contact **Select Business Solutions** at 888-472-7347 or at www.selectbs.com.

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