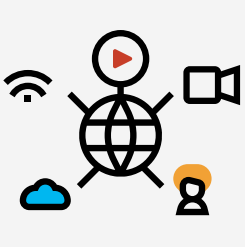**CYBAGE**

# Cybage designed a Single Sign-On (SSO) platform for a large media house to overcome its CRM challenges
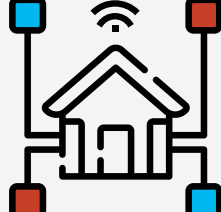
## ABOUT THE CLIENT

Is Singapore's largest content creator and national media network, operating a suite of **TV channels, radio stations, and multiple digital platforms**

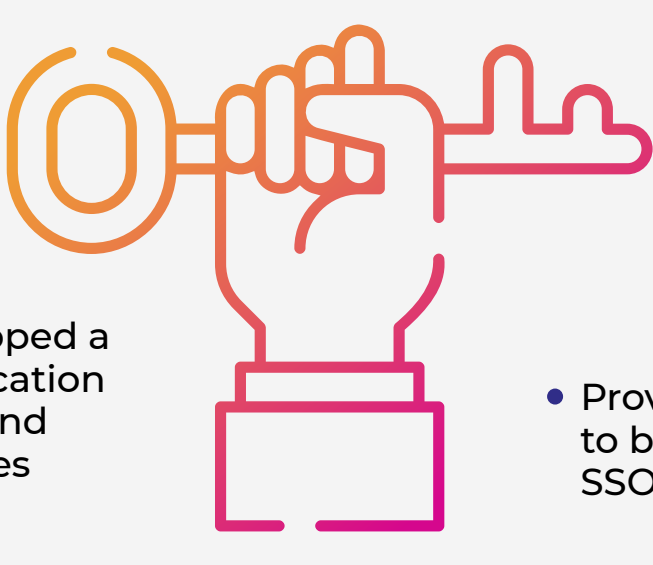Has over **50 products and brands** in 4 four languages

Reaches **81 million homes** across Asia, the Middle East, and Australia

## BUSINESS NEEDS

Build an SSO platform for quick login to digital media verticals

Set up a one-time login for business users accessing the portal

Create social media sign-ins for customers to enter the network

Enable email configuration for easy access

Manage information to analyze and identify new business opportunities

## SOLUTIONS

- Implemented CRM enhancements to promote product innovation and monetization strategies

- Ensured the CRM platform maintains a smooth customer experience

- Designed and developed a robust SSO authentication mechanism for the end user that synchronizes with CRM data

- Enabled easy retrieval of user statistical information and reports based on the CRM entities and user profiles

- Provided SSO support to business users of SSO sites

## TECHNOLOGY STACK

| Languages and Frameworks | Database | Tools | Cloud Platform | Servers |
|---|---|---|---|---|
| Visual Studio | Microsoft SQL Server 2012 | Visio | Microsoft Azure | Web API |
| .NET4.5 | | Microsoft Dynamics CRM 2013 | | |
| Entity Framework | | Jira Software | | |
| jQuery | | Confluence | | |
| JavaScript | | GitHub | | |

## BUSINESS BENEFITS

Streamlined the login process for business users by providing uniform interface for SSO across various digital properties

Increased visibility of business performance by enabling retrieval of critical information for unique customers and their demographics

Improved the management of master data for SSO web application by leveraging CRM's administrative console

Strengthened the platform's capability for identifying new business opportunities

Improved the configurable section of the SSO web application

Enhanced the subscription management system for customers

Boosted the CRM experience by creating a Customer 360 gateway to acquire value-driven metrics

## Cybage CRM Sales Capabilities

Sales   Service   Marketing   XRM Solutions

# Powering toward success with data and innovation