



ITV strives for operational excellence with MATS Low-code




# Challenge

Traditional television broadcasters now face more competition than ever before. With viewers accessing content in a variety of formats, from a range of digital services, on many different devices, it's now even more important for established broadcasters to offer a superior experience.

ITV is the UK's largest and oldest commercial television company. Created in 1955, it now broadcasts shows across a network of 15 regional licenses.

For ITV, the ability to respond to digital disruption is essential. That's why Ian Cottrell, ITV's Director of Broadcast Distribution and Services, implemented a large-scale drive for operational excellence. "People have a huge choice," says Ian. "So we need to offer great customer experience and world-class quality".

With almost 100 business users involved in the initial process improvement drive, Ian was keen to keep these team members engaged with operational excellence. That's where MATS Low-code came in - helping team members take control of process improvement by becoming citizen developers.





## Solution


ITV's initial Low-code project was created by the Interactive Department, which prepares sponsored viewer competitions and coordinates voting for reality shows such as 'The X Factor'. The team took part in a two-day MATS training course, which gave them the skills to develop a workflow and bespoke forms system.

The team then created a single platform that allows for a holistic view of the status of a campaign, and can now easily communicate between departments with automated messages – removing the need for manual, easy-to-lose emails.

After the success of the Interactive Department's project, Ian decided to trial Low-code in the Broadcast Distribution Department: "We felt this would allow us to experiment, and to try out some of our improvement ideas". His priority was keeping the department's operational users involved with improving their own technology, without relying on central IT resources.

The team started developing the platform in a MATS Low-code Innovation Lab, which gave the team the opportunity for small-scale experimentation with process design. Within two days, they were able to create a fully functional prototype, and the final product was built within weeks, rather than the project spending months waiting in the IT queue.

One of the notable applications of the new system is the Duty Manager's Office (DMO) platform. The role of the DMO is to alert the rest of the network when an incident occurs on air – the broadcast cutting out, for example – and coordinate a solution. With MATS Low-code, the team was able to create a standardized, single platform for incident management, which automatically sends text and email alerts within 10 seconds of an incident report.



# Results

With the MATS Low-code platform, both departments are now largely self-sufficient and able to make changes to their process management systems without waiting in the IT queue or relying on outside developers. And that means traditional IT resources can be used in more complex areas of the business, while process owners are actively involved in the operational excellence of their departments.

For the Interactive Department, the new system is enabling them to create a fully traceable record of their ongoing campaigns, which makes both day-to-day tasks and the auditing process much simpler. The next step for the Interactive Department is to extend the platform to integrate with ITV's data warehouse for campaign analytics.

From Ian's perspective, the Low-code platform has been a successful part of his drive for operational excellence, as the process owners are able keep improving their systems in a low-cost, low-risk environment.

MATS has now been standardized as the Broadcast Distribution Department's Low-code platform, and there are further projects in the pipeline.

Because of the simplicity and versatility of Low-code, Ian hopes that other departments will follow his lead: "Other parts of ITV have similar requirements, so we hope to see adoption of this Low-code approach spread elsewhere in the business."

"It was great to actually go to MATS and design the system ourselves, rather than list a whole load of requirements and send them off to a developer."

JANE LAURANCE, HEAD OF SPECIALIST BROADCAST SCHEDULES, ITV





## Project highlights at a glance

Created a single platform for managing competition and voting campaigns

Put process owners in control of operational excellence

Cut the alert time for on-air incidents down to 10 seconds

Built a fully functional prototype in just two days



“Low-cost, low-risk experiments help validate improvement and innovation ideas, so we can keep process owners engaged and motivated to continue embedding operational excellence across ITV.”

IAN COTTRELL, DIRECTOR OF BROADCAST DISTRIBUTION AND SERVICES, ITV



# About MatsSoft

MatsSoft is on a mission to close the Process Execution Gap - the gap between the people who know what they want to improve, and the coders who make it happen.

We started life as a digital design agency, which taught us a thing or two about customer-centric design. We set out to create a new kind of process improvement platform - one that eliminates coding and complexity, making it easy for process people to make the changes they want to make.

Today, our Low-code development platform, MATS, is used by process improvers, customer champions, innovation leaders and IT teams in organizations across the globe. Customers include Nationwide Building Society, ITV, GOV.UK, FedEx, Thomas Cook, Barclaycard, RBS, Santander and Intel.

Find out more at [www.matssoft.com](http://www.matssoft.com)



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