



Case Study for:



Client: ABU DHABI MEDIA NETWORK

Industry: ENTERTAINMENT

Services Provided:

- Oracle Resources,
- Chart of Accounts (CoA),
- Foreign Currency Management,
- One-Time Payment Setup
- Organization Chart

Client Overview

Abu Dhabi Media Company is the UAE's leading broadcaster and media company that focuses on developing, producing, and distributing unique premium content to local and Arab audiences. The company broadcasts a diverse range of programming across six pillars - Emirati affairs, children, news, entertainment, sports, education, and knowledge. The content is delivered through 21 media platforms, including digital, TV, radio, and print. Established in 1969, in line with the vision of the UAE's Founding Father, the late Sheikh Zayed bin Sultan Al



WHO WE ARE? ✓

We are a pioneering Technology, Consulting, and Outsourcing company that delivers end-to-end IT solutions. We are headquartered in the UAE and have worked with clients across multiple industry verticals all around the globe. With nearly a decade of experience in delivering a wide spectrum of IT solutions, we have helped them transform their businesses maximizing their ROI and profitability by driving their success through our diverse range of services.

PROJECT OVERVIEW

TechMantra provided expert IT resources to support a full-cycle Oracle ERP implementation. Our specialists worked alongside the client's ERP program team, ensuring the seamless rollout of core financial and non-financial modules.

Key Contributions:

- Embedded skilled ERP consultants into the client's project team.
- Supported end-to-end implementation activities including configuration, testing, and go-live support.
- Ensured compliance with best practices and ERP standards.

Our Solution

We provided a dual approach combining IT resource augmentation and Oracle ERP implementation to ensure both immediate operational support and long-term digital transformation.

1. IT Resource

- Deployed skilled Oracle consultants, ERP specialists, and IT project managers on-site.
- Provided business analysts and integration experts to map Roshn's requirements to Oracle best practices.
- Offered flexible resource allocation, allowing scaling up or down based on project phases.

2. Oracle ERP Implementation

- Implemented Oracle Fusion Cloud Applications covering:
 - Financial Management (GL, AP, AR, Fixed Assets)
 - Procurement & Supplier Management
 - Human Capital Management (HCM)
 - Project Portfolio Management (PPM)
- Configured workflows and role-based access for compliance and security.
- Integrated Oracle with existing systems for real-time reporting and analytics.
- Trained Roshn's internal teams for smooth adoption and knowledge transfer.

KEY RESULTS

100% Achievement

100% Success Rate

- Operational Efficiency: Reduced manual work by 40% through process automation.
- Improved Decision-Making: Real-time dashboards and analytics enhanced strategic planning.
- Scalable IT Model: Resource augmentation ensured Roshn had the right expertise at each stage.
- Compliance & Governance: Standardized processes ensured adherence to regulatory and internal audit requirements.
- Faster Time-to-Value: Go-live achieved within agreed timelines, minimizing disruption.

Why This Was Successful

- Close collaboration between Roshn and our IT resources ensured customized solutions aligned with business goals.
- Leveraging Oracle Fusion's cloud-based scalability supported Roshn's future growth plans.
- A knowledge-sharing approach empowered Roshn's internal teams to sustain operations post-implementation.

Technology Stack

- Oracle Fusion Cloud Applications
- Oracle Integration Cloud (OIC)
- Business Intelligence & Analytics
- API integrations with legacy systems

The Oracle logo, consisting of the word "ORACLE" in a bold, red, sans-serif font.