



América TV
Lima, Peru
www.americatv.com.pe

Industry:

Media and Entertainment

Annual Revenue:

US\$40 million

Employees:

700

Oracle Products & Services:

Oracle Database
Oracle Collaboration Suite
Oracle Files
Oracle Email
Oracle Web Conferencing
Oracle Calendar
Oracle Ultra Search

Implementor:

SINUX S.A.C.
<http://www.sinux.com.pe>

“Oracle Collaboration Suite eases the flow of documents and avoids duplication. If a user sends an e-mail to 20 recipients, Collaboration Suite saves one email in the network instead of 20.” – Carlos Montoro, IT Support, América TV

América TV Improves Internal Communication

América TV is the leading private channel of Peru’s television broadcasting system. The company has operated in Peru for 46 years and has a strong reputation for high quality programming, particularly its cultural, entertainment, and news broadcasts. In 2004, the channel’s audience share grew 28% from 20%, giving it almost a 10-point advantage over its immediate rival in the Peruvian market.

Challenges

- Integrate a public database with easy, secure access for executives and reporters working inside and outside Peru
- Migrate from Microsoft Exchange mail platform for better storage and management of the company’s email
- Improve communication between the company’s headquarters in Lima and its eight regional branches

Solution

- Installed Oracle Collaboration Suite and Oracle Database platform to store and organize email files of América TV’s executives and reporters
- Achieved remote access with Oracle Collaboration Suite’s Web mail tool, making it possible for staff to access personal mail remotely
- Speeds news cycle and saves time by allowing workers to respond rapidly to any situation, even from home
- Centralized archived information used by the news department and audience rating information used by the executives with Collaboration Suite’s calendar and agenda tools
- Collaborated with Oracle Partner SINUX to migrate data quickly and securely
- Gave the company a less-expensive and more effective way to train América TV’s staff, who are scattered throughout the country
- Using Collaboration Suite to schedule editorial meetings and to provide technical support from Lima to the rest of the country