

# CTM Media Group

## Introduction

This case study of CTM Media Group is based on a December 2020 survey of Celigo customers by TechValidate, a 3rd-party research service.



“If I had to make the choice again, I would select Celigo.”

“Make two systems appear as one.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Celigo:

- The following were the challenge that made them initially look for an integration solution.
  - General need to automate for scale
  - Slow and inaccurate financial reporting
  - Too many manual processes
  - Data silos impacting business operations
  - Poor data quality

### Company Profile

Company:  
**CTM Media Group**

Company Size:  
**Medium Enterprise**

Industry:  
**Media & Entertainment**

## Use Case

The key features and functionalities of Celigo that the surveyed company uses:

- When comparing Celigo to other vendors, they ranked how important the following were:
  - Ease of use: Important
  - Pre-built integrations: Very Important
  - Monitoring and error management: Important
  - Ability to scale: Important
  - Features/functionality of integrator.io (iPaaS) platform: Very Important
- They also explored the following before selecting Celigo:
  - Do it ourselves/hire consultant
  - Jitterbit
  - Scribe
- They are automating the following by using Celigo:
  - Quote to cash
  - Accounting/Billing/invoicing
  - Order processing
  - Data Warehouse/Reporting
  - Lead management
- In the next 6-12 months they are planning to automate the following using integration through any method:
  - Data warehouse/Analytics

## Results

The surveyed company achieved the following results with Celigo:

- Has done the following with Celigo in place:
  - Moved resources to high value areas
  - Reduced their operational costs through efficiency gains
  - Improved data quality
  - Financials are accurate
- They estimate > \$10k cost savings or revenue growth tied to the implementation of Celigo.
- Estimates it took 6 months to achieve value with Celigo.