

Bridging Platforms and People: Sanoma Media Finland's Mission for Unified Media Data

Action Data Intelligence Platform powers omni-channel media data distribution

"As the leading Finnish media company, it is important that we deliver relevant content to our audiences and trusted insights to our advertisers. The Actian Data Intelligence Platform enables us to find and access data across our organization, enabling us to remain competitive, innovate, and effectively serve audiences and advertisers."

– Mikko Eskola, Data director at Sanoma Media Finland

Conquering Disorganized Data Distribution

Sanoma Media Finland, the nation's leading media company with an almost universal reach across print, TV, radio, and digital platforms, has a strong data-driven culture. However, its data management practices faced significant challenges. Data was fragmented in departmental silos, which hindered collaboration and limited the ability to generate valuable insights.

Data democratization was hindered by unclear ownership and restricted access, resulting in a lack of widespread data-driven decision-making. Inconsistent business terms and definitions further complicated cross-functional teamwork. The absence of a central data use case repository and inadequate metadata management hampered the tracking and effective utilization of data assets. The company's complex IT environment, which encompasses various platforms and tools, created integration and documentation challenges that needed to be resolved.

Building a Foundation for Data Democracy with Actian Data Intelligence

To address its complex data management challenges, Sanoma Media Finland adopted the Actian Data Intelligence platform, which quickly became a catalyst for organizational transformation.



Action's data catalog offered extensive connectors, enabling automated metadata harvesting and seamless integration with the company's diverse IT landscape, including AWS, Google Cloud, Databricks, Snowflake, Salesforce, and more.

This automation eliminated the need for manual data documentation, ensuring that metadata from various systems was consistently up-to-date and readily accessible, making data assets easy to find. The platform's intuitive user interface further encouraged adoption across the company, making it easy for both technical and non-technical staff to navigate and leverage the platform's capabilities in their daily work.

Additionally, Actian's Data Intelligence Platform provided:

- **Connectivity:** The platform's rich connectors enabled automatic metadata synchronization from a wide range of sources, including the existing complex IT environment
- **Flexibility & Configurability:** Offering highly configurable metamodels, Sanoma Media Finland could support its unique documentation requirements.
- **Collaborative Partnership:** Actian provided continuous support through regular meetings and workshops, co-designing features to meet evolving needs.
- **User-Friendliness:** The intuitive design facilitated rapid onboarding and engagement across all user groups.

sanoma



Challenge

Implementing effective data management and governance with very dense and complex data.

- **Information Silos:** Data was fragmented across departments, hindering collaboration and efficiency.
- **Lack of Data Democracy:** Limited access and unclear data ownership.
- **Ambiguous Business Concepts:** Inconsistent definitions and business concepts complicated cross-team collaboration.
- **No Use Case Repository:** The absence of a centralized repository for data use cases and insufficient metadata management made it difficult to track and leverage data assets.
- **Complex IT Ecosystem:** A diverse array of platforms and tools created integration and documentation challenges.



Solution

The Actian Data Intelligence Platform streamlined metadata integration, improved data transparency and accountability, and empowered Sanoma Media Finland's employees to make informed, data-driven decisions.



Outcomes

- **Reduced Information Silos:** Centralized metadata and clear ownership fostered collaboration and accountability.
- **Enhanced Data Transparency:** Users could easily find and trust data, reducing time spent searching and clarifying information.
- **Empowered Workforce:** Broader access to data enabled more employees to participate in data-driven initiatives.
- **Strengthened Business Alignment:** Shared definitions and concepts improved cross-departmental understanding and cooperation.

The Actian Data Intelligence Platform also played a pivotal role in improving data governance and transparency. The data catalog allowed the organization to document data assets, assign ownership, and enforce accountability, fostering a stronger culture of responsibility around information management. Centralized access to data definitions, classifications, and lineage streamlined data discovery and built greater trust in the information being used.

Most importantly, Actian's self-service data discovery features empowered employees throughout the company to independently explore and utilize data, promoting true data democratization. As a result, teams across the organization were able to make more informed, data-driven decisions, unlocking new opportunities for innovation and collaboration

Achieving Data Visibility and Accountability

Centralizing metadata and establishing clear data ownership have transformed how Sanoma Media Finland utilizes data to drive its digital transformation in the media industry. These changes eliminated information silos, resulting in increased collaboration and accountability across teams.

Enhanced data transparency now enables users to quickly locate and trust the data they need, thereby reducing the time spent searching and minimizing confusion. Additionally, adopting shared definitions and business concepts has improved alignment between departments, strengthening cross-functional understanding and cooperation across the organization.

By partnering with Actian, Sanoma Media Finland transformed its approach to data management, resulting in true data democratization, stronger governance, and a shared data language across both business and technical teams. With data now accessible and usable for all employees, Sanoma is better positioned to inform and entertain nearly the entire population of Finland.

About Actian

Actian empowers enterprises to confidently manage and govern data at scale. Organizations trust Actian data management and data intelligence solutions to streamline complex data environments and accelerate the delivery of AI-ready data. Designed to be flexible, Actian solutions integrate seamlessly and perform reliably across on-premises, cloud and hybrid environments. Learn more about Actian, the data division of HCLSoftware, at actian.com.

