

Spin Master Makes a Play for Digitally Transforming the Toy Business



Spin Master

Spin Master makes toys to delight kids and inspire play. The Canadian-based company owns popular toy and entertainment brands such as PAW Patrol, Bakugan Battle Brawlers, Zoomer Dino, and recent acquisition, Etch A Sketch. Spin Master has become a global conglomerate with a vibrant TV and media division. Now the fourth largest toy company in the world, Spin Master focuses on products that “wow” consumers and disrupt the traditional toy market. With 63 Toy of the Year nominations and broadcasts in 160 countries, innovation is in the company’s DNA.

“We gained nimble end-to-end integration and accelerated how we process jobs and provide service across time zones. We automated and standardized core procedures. And we have a trust factor with Hitachi. The knowledge and willingness of Hitachi folks to listen and help us devise a plan that addresses any challenge we might encounter – that is what a partnership is all about.”

Pravine Balkaran
Global Head of IT, **Spin Master**

Challenges

Spin Master needed to evolve IT to globally support innovation, mergers and acquisitions, evergreen brands and business expansion.



The challenges included:



A changing industry



Rapid business growth

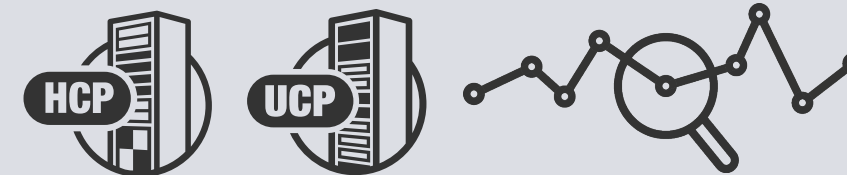


Capturing and capitalizing on data



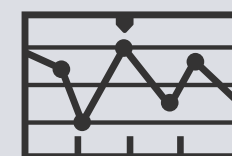
Supporting new revenue opportunities

Solution

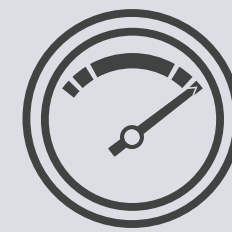


Transform With the Right Data Strategy

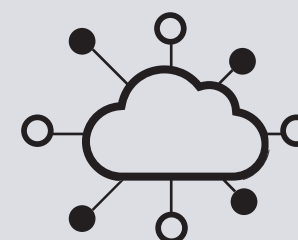
Spin Master and Hitachi developed a cohesive data analytics environment, which includes:



Hitachi Unified Compute Platform for the SAP HANA Platform for real-time reporting and data analytics.



Hitachi Redesign and Migration Service for SAP Clients and Hitachi Run Management Service for SAP Clients to support and optimize the SAP HANA landscape.



Hitachi Content Platform (HCP) with Hitachi Data Ingestor (HDI) and Hitachi Content Platform Anywhere to accelerate productivity and deliver business insights and governance from any cloud, device or location.



Pentaho Data Integration and Business Analytics Platform provided by Hitachi Consulting for integrating, blending and analyzing all pipeline data.

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Outcome

Data is the foundation for accelerating digital transformation.

Generate Revenues, Toys and Smiles

Spin Master is now poised to enable revenue generation, innovation and customer loyalty with a responsive, secure, integrated and intelligent data ecosystem.

Results include:



An annual cost-savings of CA\$1.3M by reducing compliance-related expenses, thanks to the HCP search, audit and data classification features.



Batch run times cut by 50% — from days to hours to better service global time zones, improve time to market and enhance the customer experience.



No need to develop in-house capabilities because Hitachi already provides expertise in SAP HANA, analytics and business intelligence.



Gained a 360°-view of the customer to respond rapidly to needs, drive loyalty and encourage new revenue.



Automated and stabilized IT to promote agile business operations across time zones.