



### A Company Snapshot:

ESPN, Inc. is known as “The Worldwide Leader in Sports” and this multinational, multimedia entertainment company boasts a portfolio of more than 50 business entities. ESPN is headquartered in Bristol, Connecticut, and has 6,500 employees around the globe. The company is 80% ABC, Inc. owned, and 20% Hearst Corporation held.

### Challenge:

With the massive size of their labor pool, ESPN needs methodical communication between departments. ESPN employed a manually entered Excel system to track and manage interdepartmental resources and allotments, with a manual reporting system to inform departments of allotment share and consumption. This was time consuming between both the data capture and reporting aspects.

ExcelHelp needed to create a better system to save ESPN time and effort in their resource management.

### Solution:

ExcelHelp began the process by developing an Excel workbook application branded specifically for ESPN. This application needed to have customizability and be something which dynamically would grow to fit their needs. ExcelHelp allowed the selection of a department, and built into the workbook the creation of allocation tables to fit, as needed, the ESPN-required data necessary and defined in their allotments process. Because the information displayed was generated only for the data required case-by-case, this meant no space was ever wasted.

Additionally, the application now handled all the reporting by generating emails and attaching the allocation tables specific to the department, with a simple click of a button.



### Benefits:

With as much ESPN has to manage, our Excel application made that task easier for them by streamlining the process of department allocations. Data no longer needed to be transferred manually between the various allocation tables, and while the time this would save any company is significant, multiplying that time savings across a company ESPN’s size results in tremendous time gains.