



# Defence Electronics and Components Agency

EventMAP's DECA Sealand, Space Utilisation Survey  
enables increased production and revenue.

The Defence Electronics and Components Agency (DECA) are a trusted MoD and industry partner with a highly professional team that aims to provide benchmark support services as the principal in-house government organisation dedicated to maintenance, repair, overhaul, upgrade, procurement and managed service provision in the defence avionics, electronics and components field.

## The Challenge

There was an urgent need to identify current usage levels and identify potential additional capacity to absorb further demand within the existing built footprint. This was because of an apparent lack of space acting as a significant constraint on the organisation's ability to accept additional work contracts. Senior management had identified additional income streams that would increase productivity and profitability within the company. However, Senior management were of the view, based on anecdotal evidence, that spare capacity existed at Sealand, contrary to the stakeholders working within the facility appearing resistant to attempts to increase the workload within the existing space.

What was needed was robust, empirical data, to help evidence the current levels of use, and, establish what actual capacity might exist. This could then inform management planning and decisions based on actual patterns of use, and allay the concerns from stakeholders on site that space was not available.

## Planner

Resource Planning and Scenario Modelling



## The Solution

The technical aspects of this project proved to be vastly complex and involved forming a team, to inform both the process and gain valuable insight from Channel 4 on current and future practices needed in this area. The scope of the challenge also increased considerably through the lifetime of the project as testing and more complexity was revealed, or added to the new scheduling delivery. An agile process was followed to develop, test, check and run the advertising scheduling in parallel to the current system before migrating to the new system over time.

## The Benefits

EventMAP added value by replacing previous on-site systems with aging hardware, and requiring significant human intervention, to a reliable cloud-based alternative. This resulted in a solution achieving up to 8 times faster schedule delivery. The previous on-site solutions would also have caused major problems for the campaign teams during the COVID lockdown period, but with the cloud-based solution the team could work remotely with zero disruption to their workflow.

More frequent releases of schedule cycles allowed algorithm improvements to realised revenue benefits to Channel 4 in shorter time periods – whilst previous scheduling solutions received few updates over their 15-year lifetime potentially leaving a lot of revenue unrealised.

EventMAP provides a dedicated team working closely with Channel 4's Campaign Ops. Allowing development and maintenance by a team that fully understands the scheduling requirements of Channel 4 and provide comprehensive technical support 24/7.

Flexibility: EventMAP's solution can produce efficient and deliverable schedules in any particularly poor advertisement environments. The COVID-19 pandemic resulted in all time low advertiser spending across all channel 4 platforms. EventMAP's solution was more than able to handle low advertiser spending whereas the previous solution would have required a lot of manual intervention, time and lost revenue in producing feasible schedules.

EventMAP's solution is a platform capable of fully revolutionising Channel 4's scheduling system. Already EventMAP have introduced innovate features that could not be achieved by the other solution and is the tool that allows Channel 4 to innovate over other media organisations. It also allows Channel 4 to refine their schedules multiple times throughout the month to better achieve advertiser requirements and maximise revenue.

EventMAP has successfully developed a working, tested and viable system. The system has now been formally accepted by Channel 4 and has replaced their existing systems, producing television advert schedules from October 2019. Channel 4 have also noted a significant increase in revenue, meeting the original target and in particular have seen increases around complex regional advertising, and have now signed up a long-term contract with EventMAP for further services and development.



“The whole process has been incredibly useful to us. The expertise that EventMAP brought to this project was invaluable, and, allows us to present the findings to our staff in an impartial way. This carries weight, particularly as we try and bring staff members with us as we introduce what amounts to significant changes to the way they work. The ability to realise the significant increases in productivity that we can now see we are able to accommodate made this a worthwhile project and money well spent. I would recommend others undertaking similar projects prior to introducing significant changes such as those we envisage. I look forward to the opportunity of working with EventMAP again in the near future.”

**Karen Wickstead** *Head of Estates and Facilities*

If you'd like to find out more about what EventMAP can do for you, if you'd like to request a demo, or to chat through your needs with one of our people, please get in touch – we'd be happy to help.

**Click here** to enter your contact details and we'll be in touch with you shortly.

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