

Astus

Industry

Media Buying

Segment

Mid-Market

Project

Data, Analytics & Insights

Brief:

Astus' finance and commercial teams play a critical role in informing media buying and trading decisions, but were **increasingly constrained by their ability to access meaningful, timely data** across core systems. While data existed, **staff struggled to extract, combine, and explore** it in ways that supported day-to-day decision-making. This created friction at precisely the point where the business needed confidence, speed, and flexibility.

From a business perspective, the challenge was not simply reporting - it was empowering staff to ask better questions of their data. Teams felt limited in their ability to independently explore predictive scenarios, validate assumptions & investigate ideas without relying on specialists or manual workarounds.

Astus needed a solution that would remove those constraints and enable finance and commercial users to engage directly with data to inform better media buying decisions.

Solution:

Solentive delivered a data and analytics foundation built on Microsoft Fabric, **designed to support self-service insight rather than static reporting**. Core data from Astus' systems was ingested and modelled into a governed, reusable semantic layer, giving the business a consistent and trusted base to work from.

Crucially, the engagement went beyond technology. Solentive embedded **capability uplift** directly into delivery, ensuring that Astus staff could:

- Build and adapt traditional Power BI reports themselves
- Use Copilot to create and edit reports without needing deep technical skills
- Interact conversationally with their data, using natural-language prompts and data agents to explore questions, test ideas, and uncover insights in parallel to formal reporting

Training was practical and hands-on, using Astus' real data and business questions. This shifted Power BI from a specialist tool to an everyday decision-support capability, while laying foundations for future AI-assisted analytics without re-work.



Outcome:

Teams are **now empowered to create and explore insights**. In practice, this has delivered:

- **Greater confidence and autonomy** for finance and commercial users when making media buying decisions
- **Faster insight** generation, with **staff able to explore questions directly** rather than waiting for reports to be rebuilt
- **High engagement and excitement**, particularly around **using Copilot to converse with data, explore ideas, and iterate** on insights independently
- A **future-ready analytics foundation**, positioning Astus to extend into more **advanced analytics and AI-driven** insight over time.

Rather than simply improving reporting, the engagement enabled a step-change in how data supports decision-making across the business.