ollamani GRUPO

Ollamani is Mexico's largest entertainment conglomerate, with assets spanning sports teams, casinos, and media brands.

CHALLENGE

This entertainment conglomerate, with assets such as football teams, stadiums, casinos, and content, faced challenges due to fragmented data across business units, resulting in:

- Limited visibility into customers and operations at the group level.
- Difficulty scaling data-driven commercial intelligence.
- Inefficient and duplicated operational processes across units.

SOLUTION

Ollamani centralized all of its operational data in Arkham.

ERPs, CRMs, SQL databases, and Excel catalogs are continuously synchronized with our platform.

With our suite of Data and AI tools, Ollamani has deployed multiple solutions to help teams save time, make faster decisions, and operate under a unified system of intelligence.

IMPACT

- **360° Customer View & Marketing Automation:**
Unified customer data at the group level simplifies execution across marketing initiatives.
- **Financial Control and Automated Reporting Workflows:**
Ollamani's financial and operational metrics are standardized on Arkham. Hundreds of hours are saved every month through automated consolidation and reporting.
- **Hundreds of employees empowered with AI.**
Arkham's Gen AI capabilities enable teams across Ollamani to obtain fast, accurate insights—in seconds—boosting productivity across finance, marketing, and beyond.

"Our entire operation runs on unified, reliable data and AI tailored to our needs. Arkham is our trusted Data and AI partner."

Sergio Arroyo
CFO, Ollamani

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