

SCHEDULING • MEDIA ASSET MANAGEMENT

PRODUCTION

POST-PRODUCTION

BROADCASTING

CORPORATE MEDIA

CONTENT DISTRIBUTION

BUSINESS SOFTWARE  
FOR MEDIA OPERATIONS

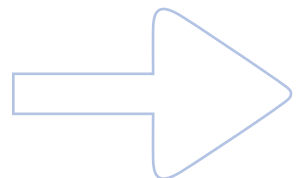
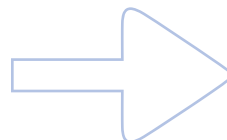
**XYTECH**

S Y S T E M S

CORPORATION



BUSINESS WORKFLOW MANAGEMENT





## IMPROVING MEDIA BUSINESS OPERATIONS

The explosive growth in rich media creation together with the emergence of new distribution models is causing every production company, post-production facility, broadcaster, corporate media department, and content distributor to rethink their ability to take advantage of and keep up with the changing business dynamics. Industry studies on technology used to support these current and future business operations reveal many disparate systems and applications. Manual, expensive home-grown, outdated, partly automated or partially integrated systems are used to run the business and manage mission critical media requests, personnel, resources, facilities, physical asset archives, project costing, work order management, duplication, and content preparation.

As a result every Media Operation faces the same challenges:

- ~ *How to streamline end-to-end business workflows; from media request and quotation to work order, project management, and billing.*
- ~ *How to best manage, track, and leverage physical and digital assets.*
- ~ *How to optimize resource utilization including personnel, rooms, equipment, and facilities.*
- ~ *And how to best leverage information technology to support an effective, efficient and profitable media operation with the flexibility and agility to adapt to tomorrow's demands.*

That's where Xytech Systems Corporation comes into the picture.

## XYTECH SYSTEMS CORPORATION

Xytech Systems was founded in 1988 and is the leading provider of software solutions for automating and streamlining media operations including end-to-end business workflow, resource scheduling, facilities management, and physical/digital asset library management.

Users who deploy the Xytech software typically experience:

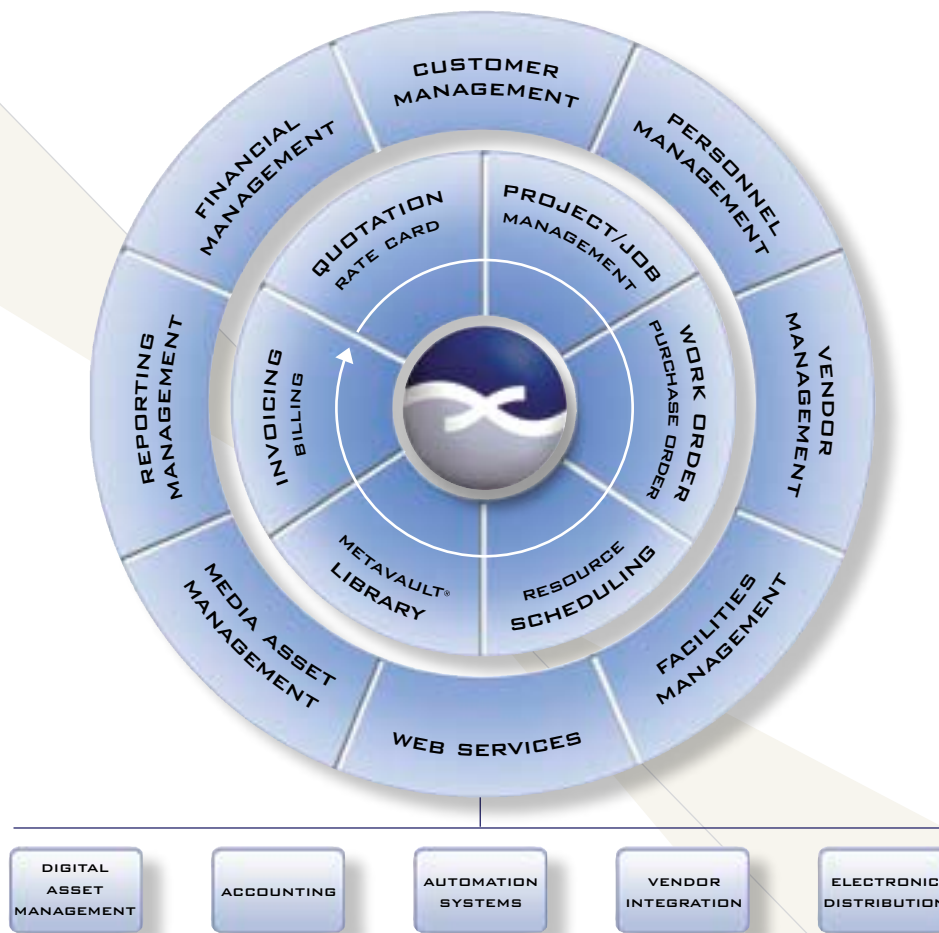
- ~ *Improved workflow efficiencies*
- ~ *Elevated productivity*
- ~ *More timely delivery of media content*
- ~ *Better leverage of their media assets*
- ~ *Higher utilization of resources and facilities*
- ~ *Improved cost tracking and project/job management*

Xytech software is the solution of choice for over 350 customers worldwide including most film studios, many well known broadcasters, numerous post-production houses, some of the leading content distributors, and corporate media departments of Fortune-1000 companies.

**Xytech software helps media businesses improve their operations and increase their effectiveness and profitability.**

# XYTECH ENTERPRISE

MODULAR SOLUTIONS FOR EVERY MEDIA BUSINESS OPERATION



Xytech Systems' flagship software, *Xytech Enterprise* is a comprehensive suite of applications for organizations involved in the business of managing and delivering physical and digital media content. The software provides a complete end-to-end business solution for the creation, management, scheduling, tracking, and delivery of physical and digital media assets and associated workflows. The modular design and customizable nature of *Xytech Enterprise* makes it an ideal solution for every type of media operation - from small to large.

Users can manage and track physical and digital media content including related activities such as media ordering; scheduling resources, crews, and rooms; tracking equipment usage and maintenance; managing facilities; generating bids and work orders; purchasing media or other goods and services; creating invoices and billings; quality checking (QC) of media elements; delivering media content; processing transmission orders; and managing physical and digital asset libraries.

With support for both physical and digital assets, *Xytech Enterprise* can manage all media in a federated manner and provide visibility for assets that could be located anywhere, whether in a vault or on

a file server. As a result users can automatically tie their digital assets and digital asset management (DAM) operations together into company wide business workflows. In addition, Xytech's Web Services enable easy integration with external accounting systems, DAMs, traffic systems, customer or vendor systems, and other third party applications.

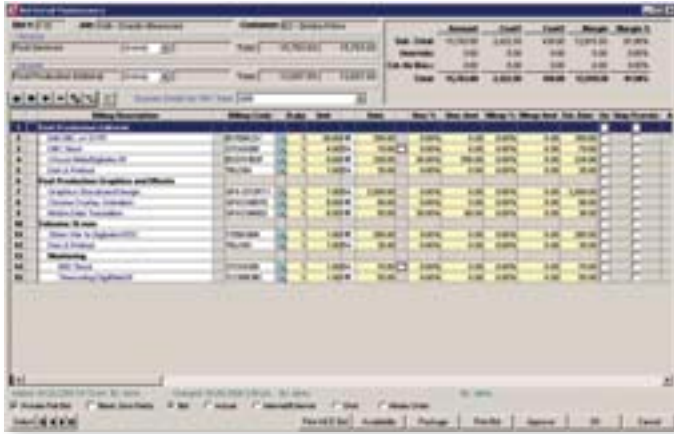
The *Xytech Enterprise* solution allows the selection of modules which best suit one's needs. Some media operations may require a comprehensive library asset solution to manage and keep track of all assets. Other organizations look for a complete end-to-end workflow solution such as in post production. Broadcasters and Content Distributors are focused on scheduling resources and sourcing/preparing content for play-out or distribution. And production companies need to schedule and coordinate large quantities of resources while tracking original material.

Large and small organizations can benefit from standardizing on a single, fully integrated *Xytech Enterprise* solution. It allows them to increase the communication and workflow efficiencies between departments, improve productivity and efficiency of personnel, and optimize the utilization of expensive equipment and facilities.

# INTEGRATION SOLUTION FOR STREAMLINING AND AUTOMATING MEDIA OPERATIONS

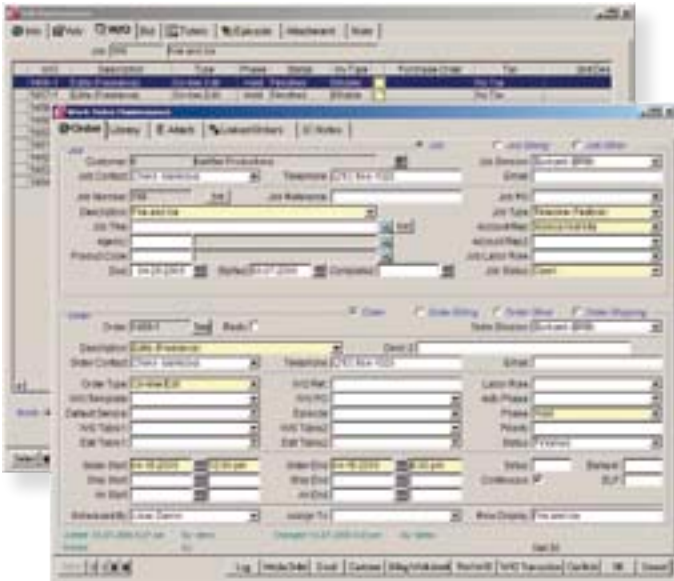


THE XYTECH ENTERPRISE application suite consists of a core workflow foundation with optional modules from which to select based on specific operational requirements. As part of the implementation process, the applications can be configured and customized to an organization's media business workflow. As an organization evolves and expands it can take advantage of other Xytech modules and functionality, thereby further leveraging the Xytech solution while protecting its technology investment. Listed below is a brief summary of a few key modules.



## BIDDING/PROJECT BUDGETING

The Xytech Bidding option is a complete project based bidding (quotation) and budgeting system. Bid templates allow users to quickly generate complex quotations based on predefined rate cards, discounts, special pricing, or commonly used deliverables. Once a bid or cost estimate is approved, the Bidding application can automatically generate work orders to start the job. After the work is completed, actual costs/effort versus budgeted costs/effort can be compared to determine profitability and budget variances. The Deal Memo feature provides the ability for special agreed costs/prices that override standard rates/discounts for a single job or project as well as for job/work order changes after a project has started. Xytech generated bids comply with the AICE (Association of Independent Creative Editors) form standard including the formatting of service quotations.



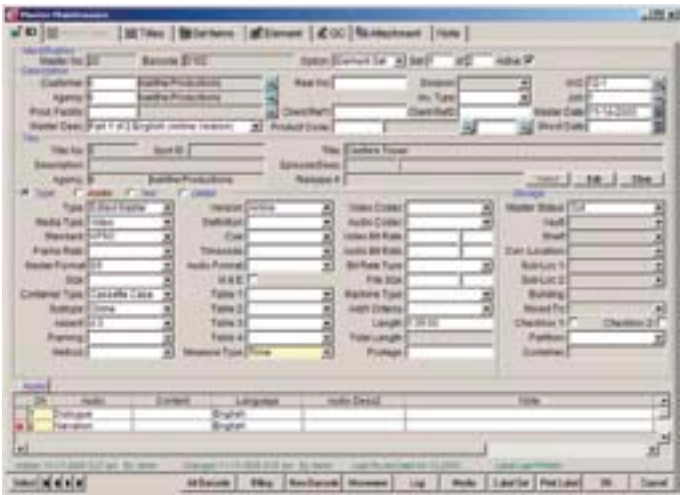
## PROJECT/JOB MANAGEMENT

The Xytech Workflow Module is the hub of all workflow activity and handles key business functions including order processing, project/job costing, billing/invoicing, and reporting. This module also tracks financial, costing, and resource utilization information in an integrated fashion with comprehensive reporting. For each customer, an unlimited number of jobs or "projects" can be created with break down into work orders, each of which detail the individual tasks/transactions required to carry out the order. Work order or job completion can trigger the generation of an invoice though there is also the option for staged invoicing. To measure performance, the estimated and actual costs and resource efforts can be compared to the generated revenues. Related modules include Purchase Order and Media Order.



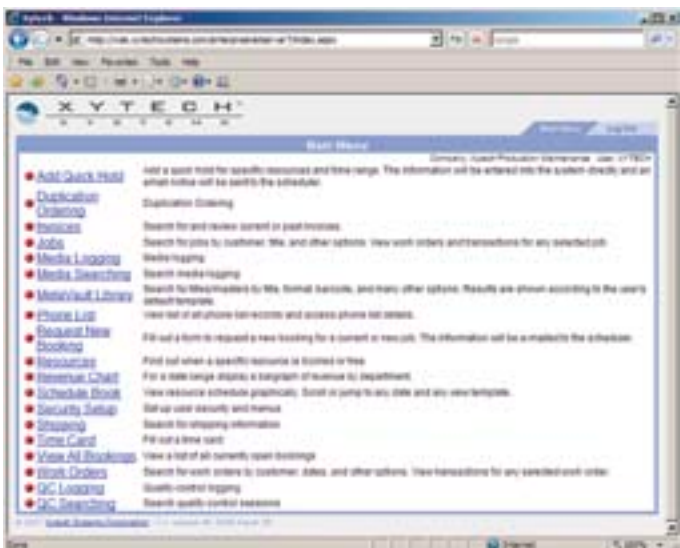
## SCHEDULING

The *Xytech Scheduling* module provides a comprehensive solution for managing the real-time scheduling of any type of resource including employees, contractors, edit rooms, equipment, stages, trucks, etc. A completely interactive graphical user interface provides a visual picture of all scheduling activities and includes drag-and-drop functionality, conflict checking, and resource availability checking. With a single click, the user can drill down to project and work order details for additional information and actualization. This Scheduling module is very flexibility and can utilize pre-defined templates for rapid scheduling of new jobs. The Quick Hold feature enables the ability to make a temporary reservation or pencil in a resource or group of resources. Other related modules include Crew/Shift Scheduling, Equipment Service Maintenance, Rental/Equipment Scheduling, and Transmission Resource Scheduling.



## METAVALT® LIBRARY

The *Xytech MetaVault® Library* module is a highly scalable solution for federated management of an unlimited number of physical and digital assets and ties into all the other workflow modules. It supports the handling, movement, purchasing, distribution, and storage of all types of media assets with a flexible database structure that consists of titles (content metadata) and assets (medium metadata). The *MetaVault® Library* module has comprehensive search capabilities including Boolean search for rapidly locating a media asset. The optional Advanced version of *MetaVault® Library* adds capabilities for larger content distributors such as management of multiple warehouses and distribution centers. This module can be configured and interfaced with third-party digital asset management (DAM) systems via Web Services. Other optional modules include Media Order/ Duplication, Media Tracking, Media Content Logging, Media Purchase Order, and Quality Control.



## WEBVIEW

The *Xytech WebView* module provides customers, remote employees, subcontractors, and vendors with the ability to remotely access parts of the Xytech application through the Internet. This application was specifically designed for media operations that work with external or remote parties. For example, put in a service request, schedule a new booking, reserve a resource with a quick hold in the schedule book, search in the media library for an asset, view the status of a shipment or invoice, review the resource status on a project, and view status updates on a project/job or work order. The menus are customizable to adapt to each individual or security group and access is based on predefined security setup. Many clients find great value in extending the functionality and capabilities of the *Xytech Enterprise* software to the Web.



#### PROFESSIONAL SERVICES

*Xytech Enterprise* is a packaged software solution that was designed to be custom configured and adapted to each customer's specific media operations. Xytech Systems has a global team of experienced Solution Consultants and Project Managers with extensive deployment expertise. All Xytech Solutions Consultants come from the Media & Entertainment industry and therefore can bring their experiences and best practices to each customer for optimal success.

#### MIGRATION AND DATA INTEGRATION SERVICES

Many Xytech customers have a need to migrate data from their existing systems. Our team of data migration experts can assist in not only moving legacy data into the *Xytech Enterprise* software but also map newly defined business workflows. With the use of Web Services, Xytech personnel can integrate a newly deployed Xytech solution with external systems including business logic integration.

#### WORLD CLASS CUSTOMER SUPPORT

For the successful use of Xytech software, it is important to have effective support. Xytech Systems has a world class support team who can answer questions, address problems, and assist with version upgrades. Xytech has support departments in the USA and our UK based European Headquarters who utilize a comprehensive online support portal for easy customer access and self servicing.

#### TECHNOLOGY PARTNERSHIPS

The Xytech software runs on both Microsoft SQL Server and Oracle. Xytech Systems is a Microsoft Gold Partner with support for Rich Media Collaboration Services; an IBM Premier Partner with support for WebSphere and MediaHub; and a Hewlett-Packard industry partner with support for Digital Media Platform (DMP).

#### XYTECH SOLUTIONS FOR:

Workflow Management  
Project/Job Management  
Bidding/Project Budgeting  
Purchase Order  
Invoicing/Billing  
Multi-company Management  
Personnel Management  
Time Card Management

Resource Scheduling  
Crew/Shift Scheduling  
Facilities Management  
Transmission Resource Scheduling

Media Asset Management  
Media Order/Duplication  
Digital Order Fulfillment  
Media Purchase Order  
Media Tracking  
Media Content Logging  
Quality Control  
Media Stock/Expendables

Equipment Inventory  
Equipment Service Maintenance  
Equipment Rental  
Wardrobe/Scenery Management

WebView for Web access  
Web-based Time Card  
Web Services APIs

General Ledger  
Accounts Receivable  
Collections  
Accounts Payable  
Banking



**Corporate Headquarters**  
*Xytech Systems Corporation*  
2835 North Naomi Street, Suite 310  
Burbank, CA 91504 USA  
Tel +1 818-303-7800  
Fax +1 818-303-7801  
[www.xytechsystems.com](http://www.xytechsystems.com)



**Europe, Middle East, Africa**  
*Xytech Systems Ltd.*  
Gainsborough House  
81 Oxford Street  
London, W1D 2EU, UK  
Tel +44 (0)20-7903-5170  
Fax +44 (0)20-7903-5169