

## Etere M.E.R.P.

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Etere logo

Etere M.E.R.P. is a total software solution able to connect and manage the complete lifecycle of a Media/IT company. It stands for Media Enterprise Resources Planning, and is the core solution for the newest way to revolutionize the media/IT management structure, in synthesis, it is definitely a system ready to grow with your company.

Etere M.E.R.P. is an extension of E.R.P. - Enterprise Resources Planning- applied to Media/IT companies, it is able to connect all the activities of a multimedia company and integrates internal and external management information across an entire organization thanks to the use of 'smooth and intelligent' workflows, thus becoming into the most effective way to perform each business processes while providing a big advantage: the integration of all myriad processes with consequent saving of time and expenses. It's 100% software solution able to control all the processes and costs inside the company. It integrates all company's information and its purpose is to facilitate the flow of information between all departments. With Etere M.E.R.P., your company has now the opportunity to have only one system to manage: production facilities (newsroom, production, postproduction, playout, etc.) and administration tools (scheduling, planning, CRM and Business Intelligence).

The multimedia-related processes of Etere M.E.R.P. are detailed as the following list:

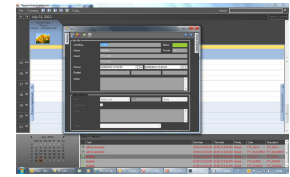
- Multimedia Resource Management;
- Media Assessment Management (MAM);
- Media Archive;
- Programs Scheduling;
- Multimedia File Exchanging Management;
- Video-and-audio-based Business Operation;
- Resources Management & Planning;
- Sales & Customers Relationship Management;
- Commercial Accounting;
- Purchase & Production;
- Automated Playout;
- Legal Office.

This system is not similar to other system which utilizes old aged methods and individual experience, but it was developed based on the new framework of Etere 21, which manages and tracks the entire workflow, embracing: financial management, supply chain and CRM, deal and contract management, work orders, production, dubbing, ingest, editing, indexing, subtitling, resource allocation, operational costs, air sales, users access rights and allowed operations for each one, digital rights, multi format and multi platform content delivery, licensing and rights management, domestic and international sales and distribution, sales and billing.

## The Media Company Today

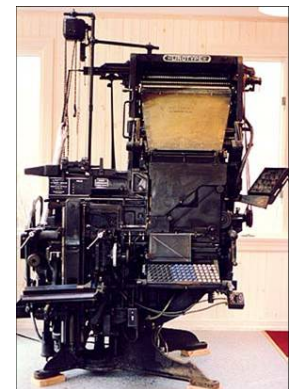
Actually, in the current media/IT industry scenario, each department has its own isolated application system which is not connected to others, in this way, a broadcast company counts with separate sections with numerous application systems with different interfaces running on it; all those subsystems are normally produced by different brands, have they own metadata, limited and oriented to perform a single task, they are still isolated and the communication is very limited. This lack of interoperability is a big problem for any TV station since it limits any automatic and intelligent management of the business flow, not to mention that this traditional philosophy, where management processes are split into several hardly-related and statically-implemented subsystems, has very high costs but a poor reliability and efficiency.

The practice teaches that all the departments that made up a broadcast station can't work stand-alone, even a minimum part of information must be divided with all the departments in a fast way, this information and each working phase should be included within the same -whole- workflow.



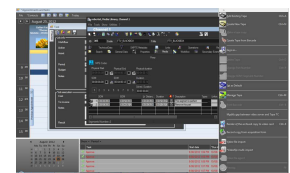
## An Old Example

Think about a newspaper where everything is written in one system. Then send a printed paper to another system that typed again and print and all the last minute changes are told at the phone between journalist and typewriter. This was true in 1900 - when liquid lead linotype was invented - but not now. However, this is the current standard interaction between traffic, scheduling and broadcast in a media company. This interaction clearly lacks of real-time feedback between the two systems. Media companies manage million dollars as Press does 100 years ago and Etere MERP is the right answer to these problems



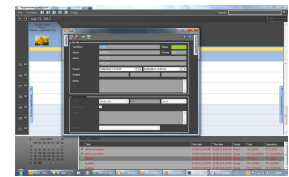
## New Etere Approach

The revolution introduced by Etere aims to 'glue' all the areas and departments inside a company into a single system, the use of Etere M.E.R.P. will help to plan and develop the complex real-time interaction between the different systems without relying on periodic updates or synchronize changes between multiple systems, thanks a common database, which supports all applications. Etere M.E.R.P is the all-in-one, cost-effective and tailored solution that best meets broadcasters and media companies increasing demand of efficiency, flexibility and security while minimizing operational costs, providing also full support to help implementing changes, consulting, customizing and configuring the system chosen by the customer.



## Quality of Work

Etere is able to save administrators time and effort by deploying a total cost control and reporting service, providing powerful and real-time business for executives and managers, helping also employees since they are not allowed to make errors when controlling costs and monitoring budgets, Etere will reduce human errors, connect workgroups, enhance communications, minimize duplication, and make better informed business decisions. Etere M.E.R.P. provide a comprehensive overall view (without "information islands") to make real-time information available for management, at any time from anywhere thanks to the external access available through an Etere Web integration, where thanks to a friendly interface, users will be allowed to manage and track, in few minutes, the availability and bookings (ingest/editing rooms) of all resources, personnel shifts, maintenance schedules for equipment and out-of-service days. In this way, decisions can be made more quickly and with fewer errors since data becomes visible across the entire organization and under a single database, thus allowing multiple users to work on the same object.



## Key Benefits

- ☐ Cross-platform, multi-format and multi-channel;
- ☐ Fully customizable workflows;
- ☐ User-friendly and completely tailored interface;
- ☐ Paperless approach to help the environment;
- ☐ Real-time scheduling and conflicts management;
- ☐ Total control over resources, processes, and costs;
- ☐ Flexible tool to easily streamline inefficient workflows;
- ☐ Tightly integrated billing and accounts features;
- ☐ Time and cost savings for content resources management;
- ☐ Low total cost of ownership;
- ☐ New business opportunities based on the market requirements;
- ☐ Fully tapeless workflow for the management of assets;
- ☐ Respectful of corporate policies and best practices;
- ☐ Completely provided with e-mail alerts;
- ☐ Efficient collaboration between company areas and with partners, supplies, collaborators;
- ☐ Project change management improved with enterprise security

