

Etere - Pebble Beach Compare

The purpose of this competitive analysis is to provide a snapshot of Etere company and system compares to Pebble Beach. This document details a brief comparison between Etere and Pebble Beach systems, paying special attention to all different characteristics between the 2 solutions



Pebble Beach Systems



Etere is Made in Italy

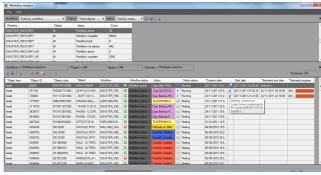
Company History

Pebble Beach: a Short History

Pebble Beach was the Louth office in London. When in 2001 Harris purchases Louth Automation they practically purchase an empty box. The US developers went away and the London Office became Pebble Beach automation.

Etere: A Success Story

Etere start in 1984, and from those times the company was always profitable. Etere has never been sold or take over from anyone. The core group of people is still the same after more than 22 years. Etere product is stable and always guarantees to the users a low cost upgrade path. Etere from the beginning use the same 'software only' approach, it was and it still is a pioneer in this approach that after more than 20 years is still emulated without success.



Etere 22 Workflow Monitor

Etere Product Technology

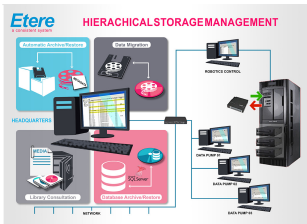
Etere uses a pure Windows approach has no device controller and is able to drive directly the devices. A single channel or a 10 channel redundant system requires only 2 pc to say alive and redundant. Etere approach is hardware independent, so a lot of serial devices available worldwide can be used they only need to be windows compatible. Etere also has an integrated license free browsing system, and all the main functions do not require extra license. Etere workflow based approach let customer free to modify the system according to their existing organization, it's the most easy to use and productive of the market.



Playback Automation Screen

Hardware or Software

Pebble Beach sells hardware, expensive and outdated. How a television can base its core business in an outdated PC sold as device controller is still a mystery. Also Pebble Beach sells a media client station a 50 times it's value. When you buy Pebble Beach is like you buy a car with a core design in 1990 at repainted today.



HSM Diagram

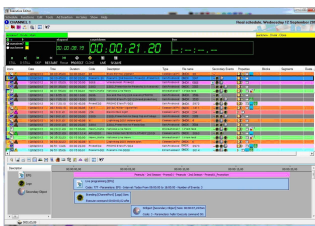
Smart to COPY ideas

Pebble from the beginning show how it's possible to copy and resell ideas from others. This process still continues, in the Marina brochure: 'Marina uses a completely new playlist engine and has a distributed architecture that enables software components to be hosted across multiple servers.'

They forget that in 1990 the 'distributed architecture' was the core of Etere. They still continue to copy they have no research group but a photocopy group.

When Etere in 2000 introduce the HSM and Media Management as part of the automation, Pebble do not exist, but their Anchor media manager copy this concept but in a very primitive way still on the Louth style with File names as the main information and not as metadata of an asset.

As now no workflow.

Executive Editor -
Secondary Events

Different Scheduling

As Louth Pebble is a simple List processing system; it has not an integrated scheduling system, with different levels and options. No integrated as run logs. The interface with an external scheduling/traffic is done through txt files, no feedback and no last minute changes. The design of secondary events is very complex; you need 3 lines to schedule a logo!!

In Etere Scheduling a logo is a matter of some click, with a visual interface error free; also in Etere a secondary event does not add any line to the scheduling. A 1000 lines schedule in Etere could be more than 5000 in Pebble.



Etere Support Team

Support Service

Pebble Beach Support

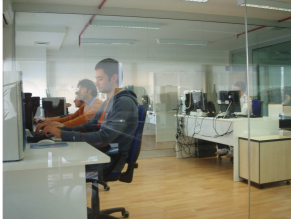
This is one of the most awful services in the broadcast world, as you see from the website:

Pebble Beach Systems provides support during UK office hours. Alternatively if you have a valid support contract and your call is urgent then you may call the emergency support number +44 117 9875 489. This out of hour's number will connect you to an operator who will take details of your call and connect you to an engineer. Please note that this service is only available to customers with a valid 24hour service contract and in off-air emergency situations

24 hours support is offered for emergency off air. If you need to connect a device or you have any other question you need to relay on UK office hours!! Also they have different support contract with time limit in support and VPN connection, so if you have any problem you must take care you have paid in advance the support you need, otherwise wait the next business day in UK.

Etere Support

True 24/7 support, where you can ask any question at any time. Unlimited support that also covers configuration changes at any time. No emergency number only one number to call.



Etere customer support
24/7

Support Service

Pebble Beach Support

This is one of the most awful services in the broadcast world, as you see from the website:

Pebble Beach Systems provides support during UK office hours. Alternatively if you have a valid support contract and your call is urgent then you may call the emergency support number +44 117 9875 489. This out of hour's number will connect you to an operator who will take details of your call and connect you to an engineer. Please note that this service is only available to customers with a valid 24hour service contract and in off-air emergency situations

24 hours support is offered for emergency off air. If you need to connect a device or you have any other question you need to relay on UK office hours!! Also they have different support contract with time limit in support and VPN connection, so if you have any problem you must take care you have paid in advance the support you need, otherwise wait the next business day in UK.

Etere Support

True 24/7 support, where you can ask any question at any time. Unlimited support that also covers configuration changes at any time. No emergency number only one number to call.