

Solutions for the Media Industry

 invenio
business solutions

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State Informatics Ltd
Takes you to new heights

Sustenance in the New World

Media organisations across the globe are working towards serving the advertising community better than the competition, while enjoying intensified viewer and reader relationships to generate additional revenue. Also with convergence, a new period of transformation is driving unprecedented levels of change. This has to be done considering social factors, technological progress as well as competitive pressures.

Today's Media organisation wants to bring in business transformation driven by the best practises followed by the Industry. The need of the hour is to bring in speed and responsiveness by providing the best customer services to advertisers and subscribers. Catering to these needs today, CXO's are looking forward to deploying a comprehensive business solution which allows the organisation to change their production strategy and their marketing strategy almost at will.

Maintaining the Leadership Position

The answer lies in increased customer orientation resulting in customer delight by -

- ▷ Excellent customer interactions across the lifecycle of engagements
- ▷ Being able to cross sell and up sell
- ▷ Delivering across the current wide spectrum of technology platforms
- ▷ Handling customer complaints with outmost care

While bringing in customer orientation, it is extremely vital to have robust but agile backend processes to be able to deliver as promised. Deploying an end-to-end digital workflow solution addressing commercial processes while integrating with wide variety of mission critical technical systems is the biggest challenge.

Challenges faced by Print & Publishing Industry

In order to increase their competitive edge, today's Publishers prefer to deploy an integrated solution that enables processes to be converted into transactions leading to business analytics for the management.

This calls for a system that facilitates:

- ▷ Extended advertisement booking deadline time
- ▷ Online advertisement confirmation
- ▷ Integration of commercial processes with pre-press and editorial processes
- ▷ Increased product appeal through relevant content & views
- ▷ Foolproof and flexible material acceptance
- ▷ Tight credit control and tracking
- ▷ Managing the core backend processes
- ▷ Reduction in production costs
- ▷ Near accurate print order to reduce losses on returns
- ▷ Efficient distribution logistics with route planning and optimization for subscribers as well as retail deliveries
- ▷ Extension of internal processes to the customers vide internet for B2B and B2C transactions

Challenges faced by Broadcast & Entertainment Industry

Traditionally, a Broadcast and Entertainment company has large variety of technology installations catering to traffic, scheduling, playout automation, newsroom systems, films productions, online gaming, subscribers billing systems, provisioning server, digital asset management system and others. The challenge is to bring together these multiple systems to interact with a common backbone which enables –

- ▷ Integration of commercial processes with various other technical processes
- ▷ Handling marketing and promotion of programs as well as appropriate amortisation of programs
- ▷ Creation of intellectual property rights and thereafter exploitation over multiple technology platforms
- ▷ Visibility of inventory across multiple feeds, time zones and regions / countries
- ▷ Timely revenue recognition including managing the distribution revenue and costs

Print, Broadcast and Entertainment Solutions from Invenio

Invenio offers a tightly integrated solution with best-of-breed pre-press solutions providers like ppi, 4Cplus as well as various pre-flight and editorials systems. Invenio's experienced consultants have contributed significantly at various print and publishing organisations like Times of India, the world largest read English daily and Random House, the UK's biggest selling book publisher and a member of the Bertelsmann AG group of companies.

Invenio also understands the needs of Broadcast & Entertainment companies and addresses them through an integrated solution with intellectual property management and a Broadcast Management system. Some of their esteemed customers include STAR News and STAR Group, both divisions of global media giant News Corporation.

Invenio Business Solutions is a global IT service provider headquartered in United Kingdom with offices in New Delhi and Mumbai in India. Invenio is committed to offering comprehensive industry solutions to customers allowing them to maximise their IT investment in order to meet business goals.

Our Offerings

State Informatics Limited (SIL) and Invenio can provide the following to your organisation:

- ▷ *Requirements Study*
- ▷ *Relevant and appropriate Licensing Solutions*
- ▷ *Customisation of Solutions*
- ▷ *Implementation*
- ▷ *Training on Invenio Media Industry Solutions*
- ▷ *Expertise from Certified Resources*
- ▷ *Support and Maintenance Services*

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