



# MediaPulse

**MediaPulse** – Xytech has proudly combined 25 years of experience with cutting edge technical innovation to create MediaPulse, a revolutionary platform that enables craft workflow and asset management systems to work seamlessly with our renowned planning, scheduling, and financial management tools. Engineered for the expectation of change, the collaborative MediaPulse platform offers clients a nimble, scalable solution that automates operations and optimizes efficiencies.

MediaPulse is the most targeted, comprehensive, feature-rich resource, work order, and asset management solution available to Broadcasters, Studios, Media Services companies and Transmission Service providers. The robust and flexible architecture uses the latest technology and industry best practices. Specifically created to bring operational mastery and financial control to our clients, MediaPulse provides a transparent and evolutionary solution for both resource and media-based workflow requirements.

Xytech's software solutions have always consisted of a core workflow foundation that can be expanded by adding optional modules and features based on specific operational requirements, and MediaPulse proudly carries on that tradition. During the implementation process, system applications can be completely configured and customized to an organization's media business workflow. As a company evolves and expands, it can take advantage of other modules and functionalities, further leveraging the software solution while protecting its technology investment.

The MediaPulse platform hosts a full array of products customized to meet the specific needs of your business: **MediaPulse Distributed**, **MediaPulse Standard**, **MediaPulse Express**, **MediaPulse Pipeline**, **MediaPulse Rental**, and **MediaPulse Transmission**. We are also proud to introduce 2 new, cloud ready platform extensions; **MediaPulse Fuse** and **MediaPulse Encore**.





Facility Management Software for Today's Media Enterprise

### MediaPulse Benefits

- Powerful end-to-end, enterprise-class resource, work order, and asset management solution.
- Horizontally and vertically scalable to support departmental solutions to enterprise solutions with 1,000's of users.
- Completely configurable user interface greatly decreases staff training requirements while increasing user acceptance.
- Integrated robust reporting tool supports KPI monitoring and custom forms without customizations.
- Industry standard asset management solution supports physical and digital media with federated, personalized searching.
- Comprehensive offering of modules and options meets future growth and expansion requirements.
- Completely internationalized, including error messages and prompts.

### The Technical Advantage

The full CRUD API, SOA Facades, REST-style architectures and parameter driven Rules Engine of Fuse, allow for easy integration with MediaPulse and all systems in the digital supply chain. The MediaPulse Client runs natively on Microsoft Windows. Encore is a web application built with Silverlight using open standards. The driving force behind all of the Xytech products is a commitment to deliver custom configured software with the economies of a commercially available software package.

### MediaPulse Features

**Layout Editor-** A key advantage of the MediaPulse platform is the powerful Layout Editor. This tool allows the layout of every screen to be fully customized to individual user needs by a system administrator.

**Job Management-** The Job Management module incorporates the fundamental tools needed to manage jobs and projects, such as service codes, rate cards, job costing, and invoice production.

**Reporting-** A wide range of standard reports are included with the MediaPulse system, and all of them can be tailored to fit specific needs. Users can also utilize Report Designer, a built-in feature that allows for the creation of completely custom reports that fit unique business requirements.

**Architecture-** MediaPulse offers a new, powerful and flexible architecture with unique tools and security infrastructure. It was designed using the latest methodology to take full advantage of the significant technology benefits of the .NET framework, open standards, and Silverlight.

**Internationalization-** MediaPulse can be internationalized to run in any language. The language used for all field prompts, menus, tab headings, and other text used in the software may be changed based on the individual user's log-in identity.