



## **Xytech Launches New MediaPulse Pricing Engine**

### ***Module Puts Automated Financial Transparency Directly Into Clients' Hands***

With the launch of MediaPulse's innovative new Pricing Engine, Xytech has once again leapfrogged the competition. The Pricing Engine factors in real time the countless parameters that affect pricing in today's media services organizations. It allows for virtually any combination of attributes on an order, process, asset or account to drive pricing. Charges can be determined by a host of factors, such as, customer, bit rate, codec, runtime, file size and resource/device, using a combination of "rate attributes" and customer-defined pricing formulas tied to a particular rate card. With the adoption of MediaPulse, companies have the flexibility to charge the way they sell and to change pricing models to fit market changes on a moment's notice.

The MediaPulse Pricing Engine supports the four pricing mechanisms most often used by media servicing organizations:

Standard - used with most rate card line items and goods for all general charges.

Volume - used for rate card line items that base rates on the quantity purchased.

Multiple - used for rate card line items that utilize multiple rates based on specified numbers of units.

Up To and Including - used for rate card line items that base rates on the quantity purchased and also include a surcharge specific to preset limits.

MediaPulse's Pricing Engine includes both a new Rate Builder and Rate Query user interface and Web Service API. The Rate Builder allows for the definition and persistence of rate attribute sets. Using Boolean logic, the Rate Builder matches attributes to values in the order at runtime. In addition, it allows for the definition of formulas to calculate units of measure and price at runtime on a line-item by line-item basis.

The Rate Query system allows for real-time, "what if," pricing scenarios by users. Order attributes can be defined in a query and the resulting price for that scenario is delivered. This allows for quick and efficient modeling and testing of rate card pricing scenarios. The Rate Query functionality is also exposed via MediaPulse's Web Service API to allow for seamless integration into third-party quoting and reporting tools, such as, Salesforce.com or Microsoft CRM.

MediaPulse's new Pricing Engine is part of Xytech's ongoing dedication to collaboration with customers on developments that serve the needs of businesses in today's evolving environment. Tony Lockard, Senior Vice President of Xytech, noted, "Clients require business systems that keep them competitive. Operational mastery and financial accountability are mandatory requirements for success in the current market. With the launch of our new Pricing Engine, we are once again making sure that our customers have the tools they need to thrive."