



Enterprise Digital Ordering

The Digital Ordering option for the Xytech Enterprise Media Order module offers an advanced interface that allows media facilities to manage and track a variety of workflow and media management processes, such as, ingestion; transcoding; watermarking; color correction; QC; appending files; and the copying, movement, and delivery of file-based assets. Digital order records created by the system can be called through Web services to facilitate the completion of sets of tasks. These tasks may be assigned dependencies to establish the order in which they must be successfully completed and providers can be tied to each task to facilitate the ordering process within your facility and with outside vendors. Additionally, in conjunction with our Service Request option your clients will be able to make requests for tasks via the Internet, which can then be processed automatically. With only one additional vendor you are able to store, manage, process, and deliver your file-based assets.

BENEFITS

- ▶ Built into our robust Media Order module.
- ▶ Schedule processes to start based on time and/or when files exist.
- ▶ Automated workflow, including the ability to define dependencies between tasks.
- ▶ Includes the ability to copy, move, or FTP files inside or outside the network.
- ▶ Compatible with all DAM systems and services.
- ▶ Automatic notifications for issues and task completions.
- ▶ Increased utilization of high-demand equipment and technologies.
- ▶ Automated workflow managed behind the scenes.
- ▶ One click gives the status of all processes from all DAM providers.
- ▶ Save costs by NOT purchasing a DAM.
- ▶ Low cost adapters for preferred providers.
- ▶ Rights management prevents the delivery of unauthorized files.

Maximize Efficient Use of High-Demand Equipment

The Digital Ordering option will benefit a wide range of media management operations where Web services APIs can deliver external commands to control equipment or technology used in daily workflow, such as in file-based media duplication work, digital intermediate (DI) work, and media processing for broadcast ingest and playout work. Digital orders created in Xytech Enterprise trigger automated processes that reduce downtime on high-demand equipment and help manage workflow so that you get the most out of your systems.

No	Barcode	Spot ID	Ship Type	Title	Title Desc	Master Desc	Format	Size	Typ
1	782445	878346	STORE	Pink	music video Aerosmith	3 video compilation reel	D1		Master
2	782445	875949	STORE	The Wall	music video Pink Floyd	3 video compilation reel	D1		Master
3	782447	875952	STORE	Lovely Rita	music video Beatles	3 video compilation reel	D1		Master
4			TARGET	Lynae's Hits	music video		Quicktime (MC)		

No	Media Type	Qty	Combine Sub	Status	Dep On	Format Sheet	Format	Size	Type	Standard	Frame Rate
1	Digital - Encode	1		Closed			Quicktime (MOV)				
2	Digital - Transcode	1		Closed	1		Quicktime (MOV)				
3	Digital - Watermark	1		Sent	2		Quicktime (MOV)				
4	Dub to Tape	20		Open		3/4" Dub W/Winc/3/4"		Master		NTSC	

Line	Src	Task	Task Description	Digital Order	Status	Date Sent	Date Completed	Date Canceled	Provider Id
1	1	1	Encode	21	Complete	4/13/2005	4/13/2005		EC1
2	1	1	Encode	22	Complete	4/13/2005	4/13/2005		EC1
3	1	1	Encode	23	Complete	4/13/2005	4/13/2005		EC1
4	1	1	Check Out of DAM	24	Complete	4/13/2005	4/13/2005		DAM
5	2	1	Transcode	25	Complete	4/13/2005	4/13/2005		TR2
6	3	1	Delivery	26	Complete	4/13/2005	4/13/2005		DAM
7	3	1	Check Out of DAM	27	Sent	5/12/2005			DAM
8	2	1	Watermark	28	Pending Line 2				
9	3	1	Delivery	29	Pending Line 2				

Quickly Create Digital Orders that Initiate Automated Processes

Using the standard Media Order module ordering processes, you can assign specially set up media types that create digital order records with predefined sets of tasks to be performed. These tasks define a sequence of events that will automatically be carried out based on sets of Web services that interface external equipment and systems with the Xytech Enterprise database of digital orders.

Each media order can consist of multiple digital orders, which become a managed queue for each task that must be performed to

complete the order.

For example, the Digital Ordering option can be used to manage an order with the following activities: scheduled playout media from your digital asset management (DAM) system, ingest the media to production storage, transcode the media, watermark the media, color correct the media, and then transfer the automatically created media to video tape for customer delivery.

You can monitor the progress of the digital orders directly from the Media Order module and easily change priorities if necessary. In addition, the digital order table in the Xytech Enterprise database maintains a full audit trail for effective reporting and analysis.

Repeatable Business Processes

By setting up specialized media types you can establish repeatable sets of tasks that ensure consistency in your business processes. Each media type can consist of one or more tasks that can be set up to be performed concurrently, while others can be set up to be performed only after another task has been completed. For example, a file must be "checked out" of your DAM system before a transcode process may begin.

In addition, you can link each task to specific service providers, which can be equipment located within your company or services provided by outside vendors.

Providers call the "Get Next Task" Web service when they are ready to process more tasks. Tasks are returned by priority and due date. When the task is complete, the "Complete Task" Web service is called and dependent tasks are now ready for processing. If a provider encounters a problem and cannot complete its task, notifications are sent out so that the issues can be resolved.

Includes Robust Features that Help Save Costs

You can choose to use a secure filing system with the Digital Ordering option instead of a DAM, which will save costs involved with the purchase and maintenance of a DAM system. The ability to automatically copy, move, and FTP files comes standard with the Digital Ordering option, so no additional programming will be required to enable those important features. Automatic notifications can be sent via instant message, e-mail, and cell phones at any step in the process or just when an error occurs. These notifications can easily be set up to be sent to customers, account reps, managers, engineers, and/or anyone who needs to be informed about the status of an order.

Key Component in Automated Order Delivery System

The Digital Ordering option is part of providing a completely automated request-based order delivery system. Please inquire about our Service Request option, which allows your clients to place order or service requests via the Internet, which can easily be converted into orders or movement records.

Current Integrated Partners

Anystream Agility, Tektronix Cerify, DAX, Manzanita, IBM, Hewlett Packard, and Microsoft.

Preferred providers include the following services: transcoding, watermarking, color correction, secured delivery, quality control, ingestion, and digital asset management.

Required Modules

Enterprise Workflow Management Core System • Enterprise MetaVault® Library • Enterprise Media Order

Related Options

Enterprise MetaVault® Advanced Library • Enterprise Service Request • Enterprise Web View • Enterprise MetaVault® Media Purchase Order • Enterprise Data Integration Server

Corporate Headquarters
Xytech Systems Corporation
2835 North Naomi Street, Suite 310
Burbank, CA 91504 USA
Tel +1 818-303-7800
Fax +1 818-303-7801



Europe, Middle East, Africa
Xytech Systems Ltd
Gainsborough House
81 Oxford Street
London, W1D 2EU UK
Tel +44 (0)20-7903-5170
Fax +44 (0)20-7903-5169

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