



### Company

AMV offers a complete range of production, post production, transmission, and equipment rental services to television, commercial, feature film, and corporate video producers.

### Challenges

The company comprises several operating groups that utilize separate fiscal years and general ledgers. However, AMV managers must have visibility into equipment, facility, and personnel availabilities and bookings across all business groups. They must be able to access and schedule resources regardless of the operating group they belong to officially, while maintaining clear, accurate accountings of utilization and costs for reporting purposes.

### Solution

AMV has been a Xytech customer since the 1995 and migrated from their original Xytech Myriad implementation to Xytech Enterprise in 2000. They began planning a migration to MediaPulse in early 2014 and completed the project that summer.

### Results

Managers in each AMV operating company now have full visibility into booked and available resources. They can efficiently schedule resources as needed to satisfy their clients' requirements without creating bottlenecks or scheduling conflicts in sister facilities' operations. Each operating unit still maintains its own accounting system, but managers can pull reports on every aspect of the business operations, including job cost, profitability, and utilization reports that access scheduling, job and work order data across boundaries between operating groups.

### Company

All Mobile Video (AMV) is the country's premier provider of end-to-end video and audio solutions for entertainment, sports, and news programming and events. AMV offers a full spectrum of services, including large soundstages in Manhattan (the famous Chelsea Studios) and Los Angeles, with complete post production capabilities, equipment rental services, television master control and streaming media facilities, and remote broadcast production and editing trucks. The company also provides mobile satellite uplink services worldwide to support major sporting events like the Super Bowl, award show and news gathering organizations.

AMV's facilities and personnel support a huge range of program producers, including:

- ABC
- CBS
- NBC
- Fox
- PBS
- BET
- CMT
- CNN
- ESPN
- HBO
- MTV
- NCAA
- Network 9 Australia
- NHK
- The Metropolitan Opera
- VH1

AMV also provides video production and post -production facilities to corporate clients, including General Motors, New York Stock Exchange, Coca-Cola, Pepsi, American Express, Pfizer, Johnson & Johnson, Glaxo Smith Kline, Google, Microsoft, and Apple.



# Xytech Case Study

## All Mobile Video

### Challenges

AMV began using Xytech in 1995 when AMV management recognized the need for a comprehensive scheduling and billing system to support their rapidly expanding business. The company experimented with building proprietary systems and quickly realized that they needed to work with an experienced software company offering packaged software. AMV evaluated two vendors – Xytech and another package that could handle only a very limited number of resources. As AMV's business required a scalable, enterprise solution, they selected Xytech's Myriad software.



AMV remote trucks serve major broadcasters all over the world. The trucks are fully equipped to handle live picture, sound, post production, and uplinking.

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*MediaPulse brings a new level of control to the business. We have visibility into every aspect of our operations.*”

- Richard Duke, Vice President and Owner, All Mobile Video

Since the original implementation in the mid-1990's, AMV's business has grown substantially. In addition to the expansion of its clientele and service offerings, AMV has also grown through acquisition, including the addition of the Vyvx National Gateway Teleport business in 2003 (renamed Gateway Teleport) and its 2014 acquisition of AEG Digital Media, an end-to-end digital broadcast services business based in Los Angeles.

Originally AMV divided its operations into separate operating groups, each with its own Xytech scheduling and billing database as well as its own General Ledger managed by third party accounting systems. As the company grew, AMV management realized that, while they needed to maintain separate General Ledgers for different business units, they also needed to share scheduling and resource information between facilities. For example, the Gateway Teleport operation might require fiber circuits for a job maintained by the studio operations in New York.

Facility managers in each operating unit needed visibility into resource availabilities and bookings in order to maintain a high level of efficiency, while continuing to maintain separate General Ledgers. The accounting issues were complicated by the fact that different operating divisions were on different fiscal calendars.

### Solution

In 2014, the company migrated from Xytech Enterprise to MediaPulse, Xytech's industry-leading platform. MediaPulse allows AMV to maintain separate operating units on an accounting level, while enabling schedulers to optimize the utilization of resources, including fiber circuits, satellite transmission capabilities, studios, remote trucks, post facilities, and all associated personnel across all AMV businesses.

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## All Mobile Video

The MediaPulse implementation was managed by a combination of Xytech team members and AMV staff, including data migration, development of custom features unique to AMV requirements, system configuration, and user training. The MediaPulse project was completed over a six month period and is fully operational.

### Results

With MediaPulse, AMV managers in all operating groups can now:

- See where all assets are at any given time and how equipment and people are allocated in the future.
- Identify opportunities to consolidate efforts and share facilities, resources and personnel between operating groups.
- Ensure that resources and facilities for new clients and jobs are available and properly booked.
- Pull utilization and profitability reports for any given time period by client, job, work order, facility, or business unit.

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*Our account executives know exactly what equipment and facilities they have available to them across all our business units, so we don't leave any money on the table.*”

**Richard Duke**  
Vice President and Owner  
All Mobile Video



### About Xytech

For over 25 years, the world's most successful media companies have depended on Xytech to run their businesses. MediaPulse is the only end to end solution for the complete content lifecycle. It provides scheduling, automation, asset management, billing, and cost recovery for broadcasters, media services companies, and transmission facilities in a scalable, platform-independent solution.

[www.XytechSystems.com](http://www.XytechSystems.com)