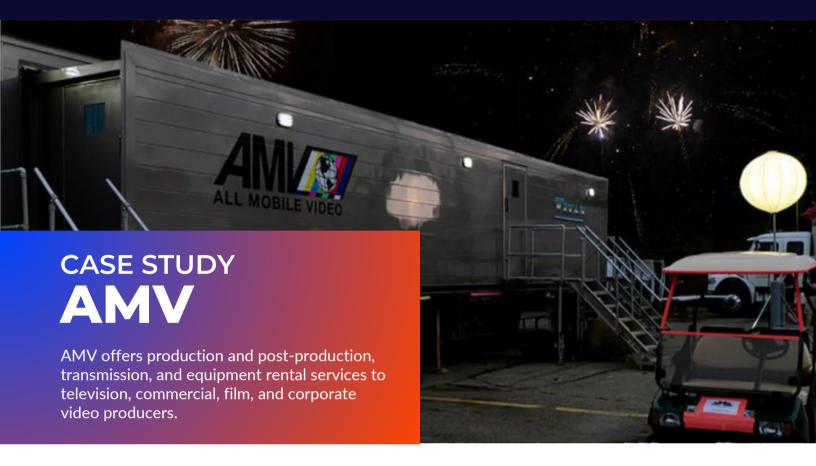# ⊗xytech
MEDIA OPERATIONS
PLATFORM™

The only end-to-end solution for the complete content lifecycle from scheduling, crewing, asset management, billing, and accounts receivables.

To book a demo:

CASE STUDY
AMV

AMV offers production and post-production, transmission, and equipment rental services to television, commercial, film, and corporate video producers.

How AMV Streamlined its Independent Business Units to Operate as One Cohesive Organization Poised for Growth

BACKGROUND

All Mobile Video (AMV) is the country's premier provider of end-to-end video and audio solutions for entertainment, sports, 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 shows and news gathering organizations.

CHALLENGE

After the acquisitions of Gateway Teleport and AEG Digital Media, AMV was maintaining its operations as three different businesses. AMV management realized it needed a centralized way to streamline scheduling and resource information across all business units.

1 **NO VISIBILITY**

Managers had no visibility into equipment, facility, personnel availabilities, or bookings across different business units. They needed to be able to access resources regardless of what operating group they reported to.

2 **MANUAL SCHEDULING**

Initially, AMV was managing its operations and schedules in spreadsheets. However, as the business grew through acquisitions and organic growth this was creating bottlenecks and scheduling conflicts

3 **NOT SCALABLE**

While AMV first tried to build its own proprietary system, it quickly realized it needed a solution that was scalable and could handle the growing number of resources.

RESULTS

In utilizing Xytech's Media Operations Platform, AMV managers in all operating groups were able to have complete real-time visibility into all assets, identify areas to consolidate, and ensure that all resources and facilities for new clients and jobs are properly booked.

INCREASED

- Efficiencies
- Visibility into workflows
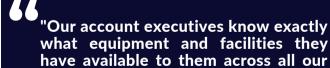- Centralization of information
- Communication
- Employee morale

DECREASED

- Manual workflows
- Spreadsheets, emails, word docs
- Operational bottlenecks
- Siloed operations

OBJECTIVE

AMV sought to implement a software solution that could streamline multiple business units that were operating independently to allow managers greater visibility into operations and scheduling despite which operating group they reported to. Additionally, AMV wanted a solution that could scale and the company experienced periods of rapid growth.

SOLUTION

Xytech's Media Operations Platform™

BENEFITS

Purpose-built solution with 30+ years of experience

Ability to handle a broad scope of resources

Ability to scale

Provided visibility across disparate teams

Enabled separate operating units on accounting level

Optimized the utilization of resources

Ability to generate data-rich reports on utilization and profitability

FUTURE PLAN

AMV has been a customer of Xytech since the mid-1990s. They have utilized Xytech's software through many iterations and see a future where it remains essential to its operations.

Areas of Growth

- **Reporting:** through Xytech's data-rich reports executives will have greater visibility and control of programming

- **Optimization:** Identify opportunities to consolidate efforts and share facilities, resources and personnel between operating groups.

- **Future Expansion:** Continue to add additional resources and maintain control of operations

"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
VP/Owner, AMV