

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

CBS

Television City

Located in Los Angeles, CA, CBS Television City is home to eight soundstages and a digital studio supporting the creation of game shows, soap operas, talk shows, sitcoms, and even film.

How CBS Television City increased productivity and improved customer service through implementing the Media Operations Platform.

BACKGROUND

CBS Television City was built in 1952 as the first facility to support television production. Today it is one of the most technically advanced production facilities in the world, supported by over 600 people working across 60 departments. Producers for all major networks as well as independent producers, use its eight soundstages and digital studios to create a wide variety of content.



CHALLENGE

The main challenge CBS Television City faced was its legacy budgeting, scheduling, and billing system was a manual system. Few of its systems were integrated, it was impossible to find information in real-time, and invoices lacked the detail producers were requesting.

AGING LEGACY SYSTEM

1

Budgeting, scheduling, and billing systems used by the departments at CBS were paper-based and decades old. The billing system was hosted on a mainframe via applications that were no longer supported.

NO INTEGRATION

2

Few of CBS's systems were integrated, which meant the data producers needed to make budget changes in real-time didn't exist.

RUDIMENTARY INVOICES

3

Invoices lacked the detail producers were expecting for \$1MM+ productions. Providing that level of detail often led to increased man-hours for personnel research and data entry, leading to delays in receiving payment.



OBJECTIVE

CBS Television City sought to implement a solution to manage scheduling, purchasing, billing, and asset management. CBS wanted to eliminate the problems caused by its legacy systems that was leading to an increased number of errors and omissions in everything from cost management to crew assignments.

SOLUTION

Xytech's Media Operations Platform™

BENEFITS



Provides facility managers with real-time access to information across departments



Purpose-built for high-velocity media production teams



Centralization of all jobs and work orders, tracking all activities and invoices through project billing codes



Supports an unlimited number of client-specific rate cards



Provides enterprise class security



All staff, equipment, stages, edit bays, and other assets managed in one system preventing double-bookings



Provides inventory and tracking for CBS's Technical Equipment Center, enabling an optimization of rental revenue

RESULTS

In utilizing Xytech's Media Operations Platform, CBS Television City was able to eliminate the paper trail that the facility formerly used to schedule productions. Automating the workflow from actualization to invoicing allowed for dramatic increases in productivity and provided deep resource utilization reports.



INCREASED

- Productivity
- Automated workflows
- Centralization of information
- Utilization of resources
- Customer service



DECREASED

- Manual workflows
- Delays in receivables
- Double bookings
- Operational bottlenecks

FUTURE PLAN

CBS believes that implementing Xytech's platform will allow them to reduce operational expenses, further driving their competitive edge.

Areas of Growth

- **Increase in Productions:** CBS is able to more efficiently manage its scheduling and billing with no double bookings
- **Asset Management:** through Xytech's Platform the amount of time spent managing assets will continue to dramatically decrease
- **Revenue Increase:** higher sales in its Technical Equipment Rental division through better tracking



"It's just a very high-performance, cost-effective system to have."

-Lynn Altman,
VP of Information Technology Services, CBS Television City

