

Enterprise Management[™]

Business Process Management and Workflow System

The media business is going through a dynamic period of transition, brought about by the proliferation of rich digital media and the new technologies required to manage it. This evolution is profoundly changing the processes that drive your business and enable you to serve and satisfy your customers, maximize your relationships with partners and capitalize on the value of your brand. These processes define who you are as a media company, differentiate you in the marketplace and provide you with a competitive advantage.

Enterprise Management streamlines and automates your business workflows.

- Content preparation
- Sales and traffic deal management
- Content metadata distribution
- Real-time distribution of playlist events to automation

Enterprise Management allows you to efficiently react to ongoing changes in your environment by coordinating your business and operational workflows. The system helps direct the people, processes, technology infrastructure and media assets across your entire business — and out to your customers and partners.

Control workflow, interoperability and integration across your organization using Enterprise Management. The system's robust tools help you manage complex activities that involve users and systems, automating routine tasks and exception handling.

For multimedia, multiservice operations and content originators, Enterprise Management helps you manage and share information and metadata across your business — reducing operating costs while enriching the use of your content assets.

Using Enterprise Management

Enterprise Management acts as a middleman among your business workflows — these can be as diverse as managing the repurposing of content, delivering metadata and monitoring the content lifecycle of millions of assets as they pass through your operation. Users access and submit tasks using a variety of methods — in most cases, simply by entering data into an existing system or through a series of task-oriented screens. These methods reduce user error and increase productivity.

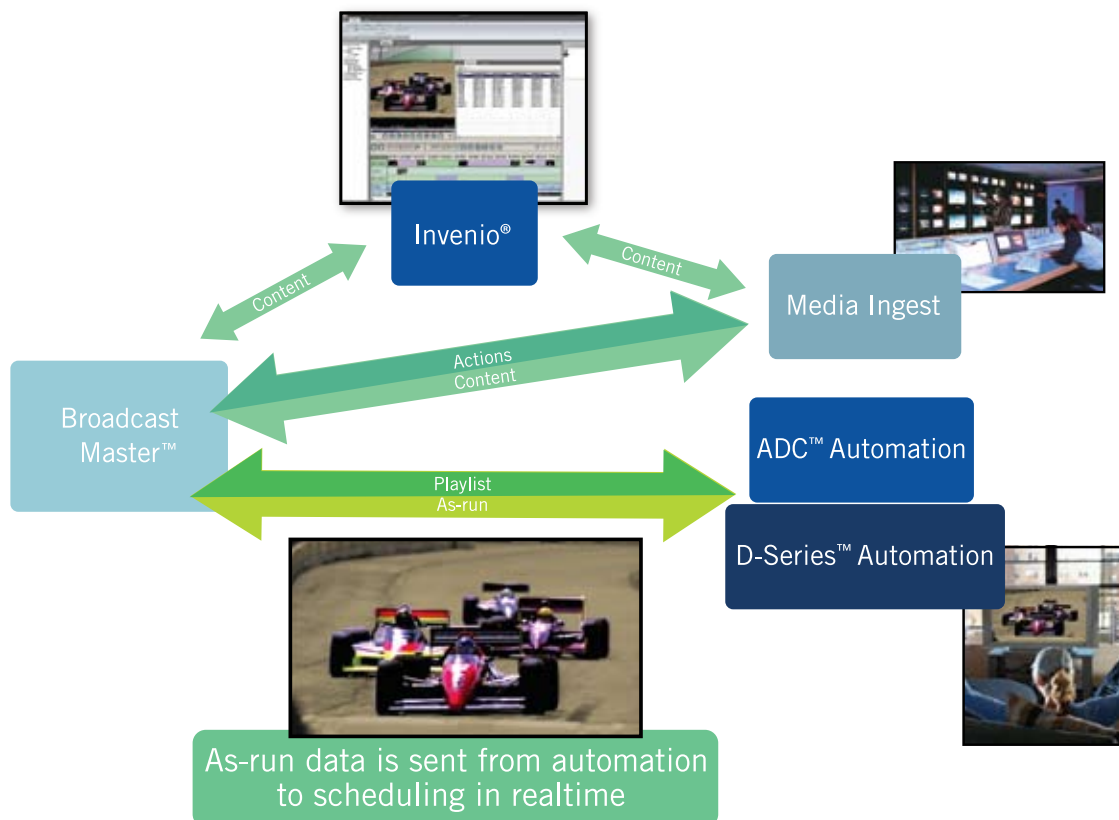
How Enterprise Management Can Work for You

Rethink Traffic

Energize your traffic system by energizing the data flow. Turn the problems and errors in your traffic business into an efficient system that drives solutions. Continuous issues that trouble traffic departments, such as misplaced copy and missed spots, are solved with easily defined workflow rules that exponentially increase productivity. Enterprise Management also provides immediate problem notification, which can significantly reduce errors.

Enterprise Management leverages the best of traffic, automation and asset management by tying the systems together into an integrated workflow designed to work across your departments and around your business practices.

- Reduce playlist discrepancies by automating log and as-run transfer between systems.
- Capture late business, and manage late changes with near-real-time playlist updates.
- Immediately initiate workflows and notifications when spots are missed, before reconciliation processes take place.
- Provide content, and order metadata from traffic to master control to help facilitate decisions when the traffic department is not available.



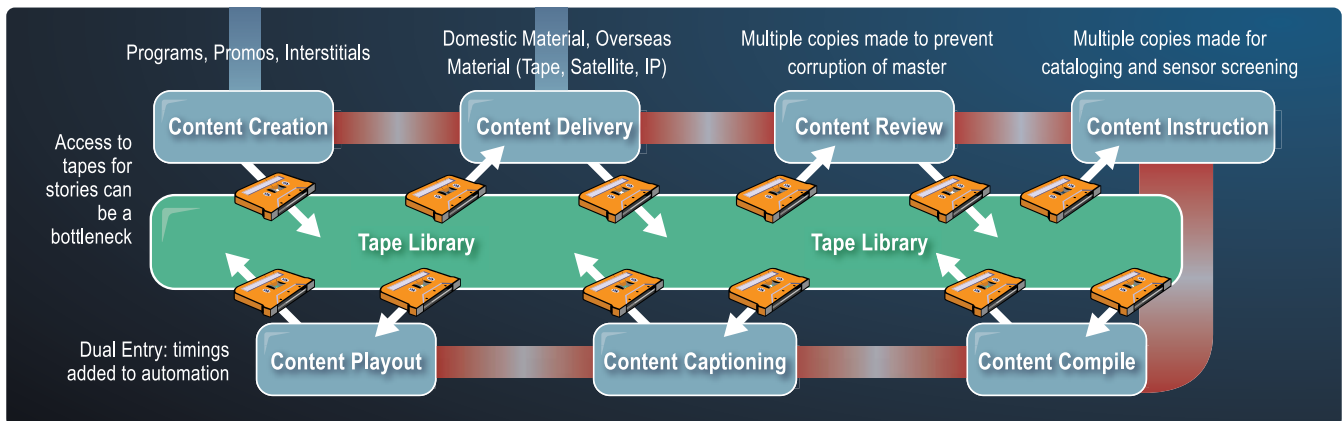
Automate Content to Energize Production

Kick your production into high gear. Enterprise Management enables you to manage more content with fewer people — while ensuring legal compliance with rules and rights. Task-based workflow processes connect ingest to production and rights management, incorporating your people and procedures into a system that maximizes content usage while streamlining productivity.

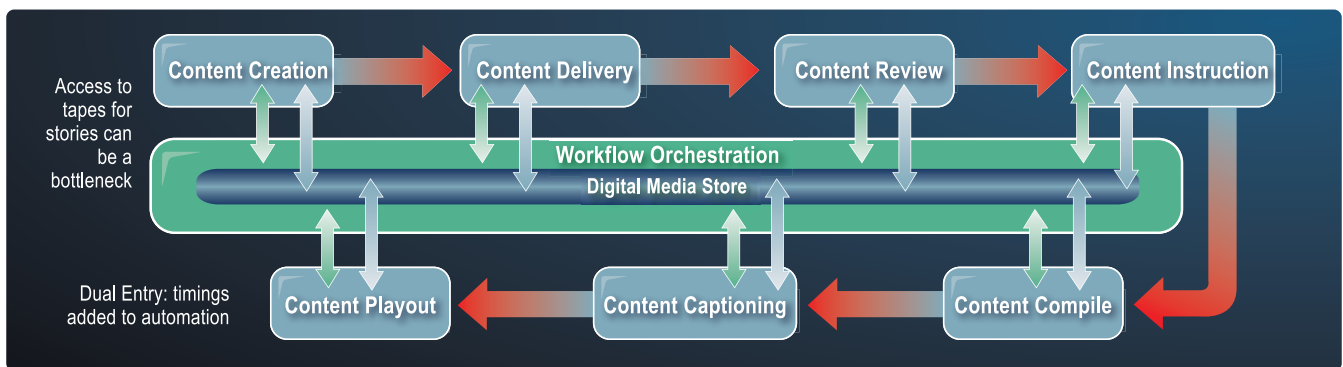
Use Enterprise Management as the center of your cross-application content management system:

- Automate asset digitization and content management.
- Establish content relationships to efficiently manage content-usage rules.
- Automate requests for rights clearances.
- Repurpose content.
- Track media from contract creation to ingest to playout, using all of the tools in the content lifecycle.
- Manage the distribution of content.

When integrated with Harris® Invenio® digital asset management, Enterprise Management enables the tracking of thousands of clips, in all formats and types, in a centralized library. This content is immediately available to all of your users, right at the desktop.



Before Implementing Enterprise Management



After Implementing Enterprise Management

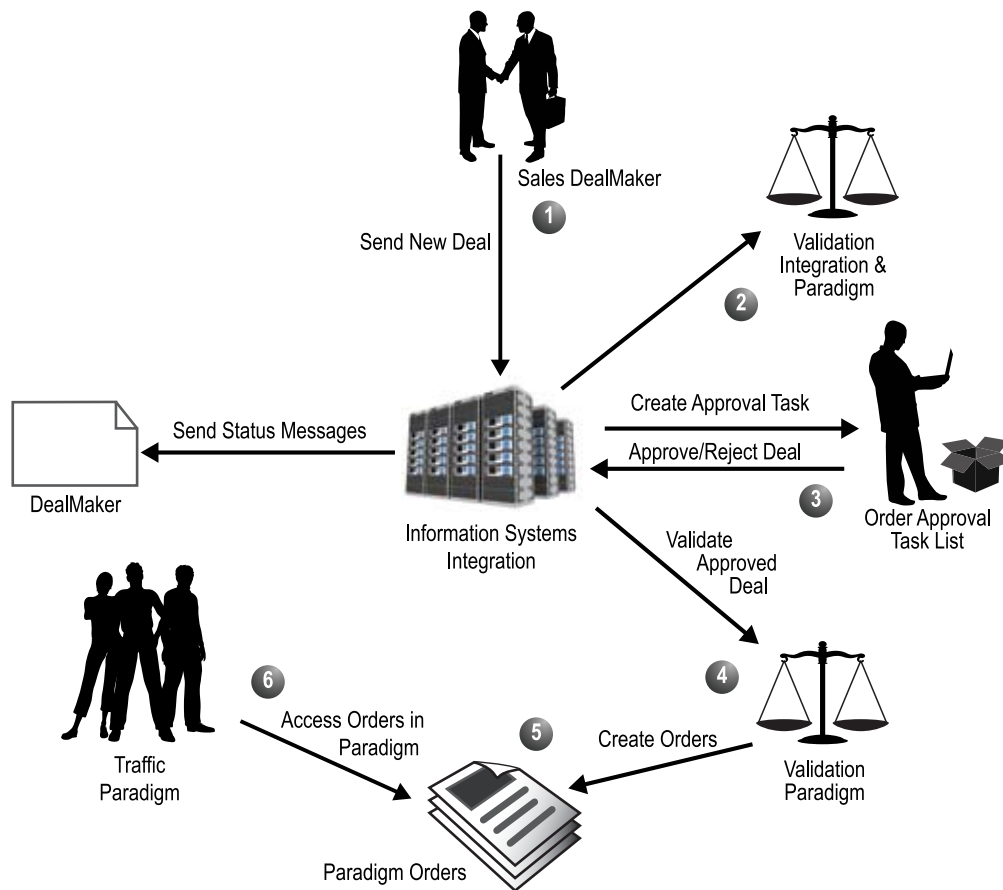
Increase Sales Productivity

Don't just enter an order — deliver advertising value. Enterprise Management allows you to create an integrated environment to manage proposal creation, deal management, playlist creation, copy assignment, stewardship and invoicing.

This seamless front-to-back office integration saves time and reduces expenses, all while keeping your sales and traffic systems up-to-date. Enterprise Management eliminates rekeying of order information and provides live inventory data.

- Workflow-enabled approval systems ensure that the right deals are being approved.
- Live inventory information helps you make better decisions about pricing and deal acceptance.
- Orders and updates can be sent directly from your sales system to traffic, and pre-emptions can be "made good" rapidly.

The connected environment created by Enterprise Management allows you to communicate for success, while reducing the time and expenses involved in your day-to-day advertising sales and delivery processes.



Your Business Your Way

Direct workflows across your organization, and cohesively manage functions such as sales, content acquisition, search, metadata management, content creation and delivery — regardless of the system that physically undertakes the process. Workflow tools and asset management techniques ensure that your staff is focused on value creation and that your advertising and program content are leveraged to provide the highest possible return.

Create single-program workflows. Automate the scheduling and delivery of multiplatform content.

Repurpose a content schedule. Accomplish all of this while optimizing your resources, minimizing downtime and boosting productivity.

Harris consultants work with your staff to integrate your systems and automate your processes using open interfaces and industry standards. Integration tools include BXF — the SMPTE 2021 Broadcast eXchange Format — for communicating schedule and content information, as well as other standards.

The Enterprise Management Workflow Designer allows you to combine application processes, along with e-mail, Microsoft Office® tools and other documents or content required, to create a streamlined workflow. The designer allows you to designate users or teams to complete specific jobs, as well as designate resources used to complete individual tasks.

Enterprise Management incorporates many of the Harris business, operations and production systems in use worldwide. These include tools such as the Videotek® QuiC™ media analysis server, Invenio digital asset management and NEXIO® video servers. Preferred third-party tools can be easily integrated with Enterprise Management, using standards-based interfacing techniques and tools to work seamlessly with Harris applications and hardware.

The Enterprise Management Workflow Designer allows you to design workflows to meet your needs:

- Characterize criteria for successful completion of tasks and processes
- Define alternate workflows based on inputs to the workflow process
- Incorporate and utilize existing workflows developed within applications
- Directly call on applications to perform tasks, and then report their completion status

Features and Functions

Enterprise Management provides a framework that allows you to leverage a variety of systems, software applications and third-party solutions. The tools address business, production and distribution, providing interfaces for each task. The system contains the following features:

- **Workflow** – Manage your processes.
 - Access key information to accomplish the task at hand.
 - Submit workflows directly, or trigger them automatically based on metadata characteristics.
 - Track and manage in-progress tasks, identify roadblocks and take corrective action from a central location.
- **Master Content Repository** – Track and manage the status of all your assets.
 - Keep track of which system owns metadata elements to avoid overwriting your key business data.
 - Make metadata available to all systems.
 - Direct workflow throughout the enterprise.
- **Communications Platform** – Facilitate communications among applications.
 - Manage, edit and create content within the environment.
 - Communicate data with APIs, Web services and other standard interfaces.
 - Support for industry standards, including BXF, ISAN and more. Accommodates a wide range of administrative and flow activities.
- **Workflow Designer** – Define and document your processes.
 - Manage workflow processes synchronously when interactive information communication is needed, or asynchronously, allowing information to flow as it becomes available.
 - Define your complex workflows, including components and users, whether across the room or across the domain.

Getting Started

Enterprise Management enables you to customize your business workflow and allows you to create an environment that defines the way your business works — not the way your software and equipment work.

- Customize workflow processes, input and more.
- Store your process definitions, and drive your back-end systems.
- Provide flexibility to add or adapt processes as the business evolves.
- Streamline and automate interdepartmental processes for broadcast and new delivery models.
- Leverage your staff to get more done.

Enterprise Management:

- Streamlines your workflow
- Eliminates bottlenecks
- Increases your ROI

System Requirements

Enterprise Management can be installed in a number of configurations using standard Windows®-based servers. Actual requirements will vary based on your business requirements, including failover and redundancy, the number of connected applications and features you choose to install. Installation on dedicated application and database servers is recommended.

ONE Company for Workflow Solutions Throughout the Media Chain

Harris is the ONE company delivering interoperable workflow solutions across the entire media delivery chain — providing today's broadcaster with a single, integrated approach to capitalize on the benefits of IT and mobile applications. By providing unparalleled interoperability across our product portfolio, Harris is able to offer customers integrated solutions that improve workflows, save money, enable new revenue streams and provide a migration path to emerging media business models. To meet the evolving needs of broadcast, distribution, government agencies and entertainment businesses, Harris is the ONE answer for change.

Service And Support

At Harris, we are committed to customer service excellence. It is our goal to provide the highest level of support by applying a simple rule: We take ownership of helping our customers succeed. Our support teams consist of innovative technical experts who support all situations regarding product performance, integration and operational processing. We are adept at providing proven solutions, making workflows better and ensuring reliability of the product and system. At Harris, our experienced and dedicated teams stand ready to help you meet your goals for premium product performance, 100% up-time and reduced maintenance investment.

Warranty

Because we want to assure you that Harris stands beside its products and system solutions, our products carry a standard set of warranty services, which are competitive with — and in some cases outperform — others in the industry.

Service Packages

We offer value-add services that allow you to customize the level of services you need in meeting mission-critical performance levels. Our service package options offer many ways to upgrade your standard warranty by choosing the All-Inclusive OnePak, or by selecting individual services from our extensive portfolio. Our service and support advisors can assist in the selection of the individual services that best suit your requirements.

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For more information on Enterprise Management, please visit www.broadcast.harris.com.

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