

S4M's Dynamics Media for Media Broadcasters



The Business of Broadcasting integrated in Dynamics AX

Solution Overview

S4M's Dynamics Media is the industry's only choice for management of broadcast assets and operations that integrates natively with Dynamics AX, the leading ERP solution from Microsoft.

We are in the middle of the media revolution, and broadcasters' business should not suffer from proprietary and closed-off systems. Traditional products cost a fortune to acquire and maintain, and actually end up preventing companies from facing the imminent challenges and changes.

Traditional (linear) and New-media (non-linear) broadcasters need new solutions that have:

- The Flexibility to meet future requirements – no matter what the future looks like, we must be able to face it
- The Power to combine business and broadcast – Dynamics AX integrates broadcast operations, finance, HRM, and more
- The right Cost – A new solution should not prevent creating and deploying new services and business models, but enable them

Business Benefits

Television and cable companies, Telcos, ISPs, or Mobile providers – virtually anyone acquiring, managing, and broadcasting content – will benefit from the reduced costs and increased flexibility of Dynamics Media from S4M.

- Increase efficiency by moving sharing data and processes between departments and people
- Reduce cost of purchase by leveraging existing, standard Microsoft technology throughout the enterprise
- Lower cost of ownership with an adaptable and flexible platform, not an expensive custom development project that cannot be redone
- Don't just survive – grow your media business by using a solution that's built for the changing media industry

Top Five Reasons Why Customers Choose Microsoft and S4M – Solutions for Media

Together, Dynamics AX and Dynamics Media provide customers with a new approach to the changing world of media:

1. Combine Business and Broadcast Management into one solution for instant exchange of information, reports, asset data, and process monitoring.
2. Meet the changes of the industry with an affordable product that meets current needs.
3. Face the uncertain future of media with confidence from a solution that can truly grow and adapt as your business needs it.
4. Leverage investments into Microsoft technology and knowledge – use familiar tools and existing software.
5. Integrate with existing systems for Automation, Digital Asset Management, Traffic, to create seamless workflows for efficiency gains.

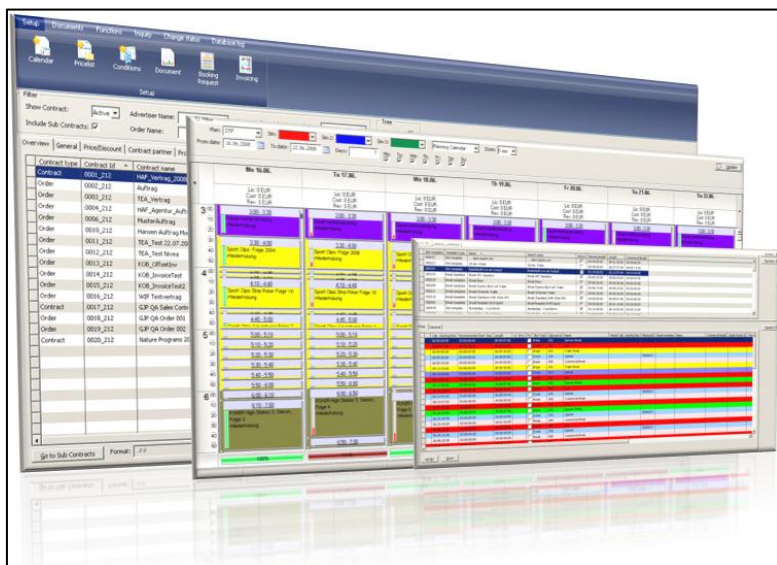
Feature List

Dynamics Media's rich set of out-of-the box functionality includes:

- Work with all program types – whether planned or actual - such as Shows, Series, Seasons, Episodes, Downloads, Podcasts, etc.
- Support for all broadcast modes, over-the-air, IPTV, Video on Demand (VOD), Pay-per-View (PPV), and more
- Built in international/regional support for with Multi-station, Multi-channel, Multi-language, and Multi-currency
- Enter Program/License/Material/Schedule information once, share everywhere for time savings and fewer errors
- Built on Dynamics AX with native integration of financial and operational data for instant reporting and monitoring
- Connect to external systems for Digital Asset Management, Automation, Sales & Traffic for seamless, automated workflows throughout the organization
- Configure easily, deploy quickly, and customize and adapt without the need of expensive programming resources
- Integrated solution stack with products such as Microsoft Office, Microsoft Exchange, Windows Servers, and more

Why Microsoft Corporation?

Dynamics AX and Dynamics Media offer an open and integrated business and broadcast management environment. Media companies who face uncertain futures depend on Microsoft and S4M to provide flexible and powerful solutions to help their businesses win in the years ahead.



Dynamics Media from S4M provides rich broadcast functionality natively integrated with ERP.

About S4M – Solutions for Media

S4M - Solutions for Media stands for competence, and has developed and sold integrated solutions since 1996. We've grown to 150 people who take care of customers in 30 countries. Media and broadcast companies from Europe, North America, Asia, and even New Zealand rely on our expertise. Whether you need solutions for commercial airtime sales, video content management, program planning, rights licensing, ratings analysis or production planning - S4M has the right solution.

Contact Info

S4M – Solutions for Media

C/o arvato systems NA
1600 Broadway, 26th Floor
New York, NY 10019
USA
www.s4m.com

Microsoft Corporation

One Microsoft Way
Redmond, WA 98052
USA
www.microsoft.com

© 2010 Microsoft Corporation. All rights reserved. This document is for information purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY. Microsoft, the Microsoft logo, SQL Server, and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. All other trademarks are property of their respective owners.