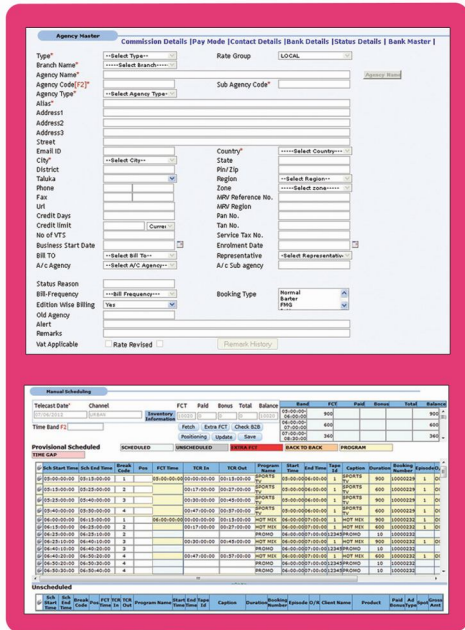




CIO|365™: Broadcast Management System (BMS) manages all the advertising functions from Master Setup → Customer Data → Entry of Rate Contracts → Booking & Scheduling of Adverts → Traffic Broadcast Certificate → Invoicing → MIS Dashboards and Reports. CIO|365™: BMS sends out scheduled reports and alerts for exceptions. In addition to TV it is also possible to extend CIO|365™ to accept advertisement for Print, Radio and Web.



CIO|365™ puts the true power of collaborative computing at the heart of the broadcasting business. This unique solution has features that will streamline the working of advertisement insertion order management, traffic and credit control departments. CIO|365™ has powerful reports that provide timely MIS enabling the management to take informed decisions. CIO|365™ enables broadcasters to maintain the details of customers and business contracts in a single interface. Booking and scheduling of advertisements is based on tariff card or rate agreements.

CIO|365™ BMS creates program charts using wizards and algorithms. The system integrates with all leading play out systems. CIO|365™ can be configured to meet the requirements and business processes of broadcast companies.

Broadcasters have the option of implementing the CIO|365™: Accounts Receivable module for credit control. CIO|365™ has powerful accounts receivable and credit control features that provide customer ledgers and ageing analysis. CIO|365™ can be configured to shoot out automatic reminders over email and SMS.

- Web based access allows anytime-anywhere access
- User-friendly and easy to adapt system
- Booking and scheduling
- Powerful credit control
- Traffic management
- Invoicing with broadcast certificates
- Generation of MIS with Real Time response.
- Coordinate the functioning of all users
- Provide instant quotes even for the most complex schedules
- Serves the advertisers and business associates intelligently, accurately and quickly

- ➔ **CIO|365™: BMS WORKS WITH ALL INDUSTRY STANDARD PLYOUT SYSTEMS**
- ➔ **SEAMLESS INTEGRATION WITH NEWSWRAP™ NRCS RUNDOWN OF THE PCR, DIRECTLY SCHEDULE THE ADVERTISEMENT FROM THE BMS INSIDE THE RUN ORDER/BULLETIN FOR THE PLYOUT SERVER**
- ➔ **CUSTOMIZABLE SOLUTION**