

the competitive edge in media

advanced digital asset management
and optimized media operations



COMPETITIVE EDGE

Competition and the challenges of the current economy are forcing media companies to re-examine their competitive advantage. Today, companies must improve yields and drive down costs while building for tomorrow's technologies—and simultaneously raise customer expectations and satisfaction levels. To do this, media vendors need software that improves operational returns and facilitates development of new offerings without replacing existing assets or substantially re-investing. ILOG business-rule management software today enables companies around the globe to exploit untapped opportunities that require real-time response and high granularity. These include personalizing content and advertising for interactive services, providing revenue-generating options in subscriber management (such as upselling and cross-selling), and automating media provisioning. These options significantly improve company capability for true on-demand delivery, efficient administration of access rights, and advanced management of digital media assets.

MAXIMIZE AIRTIME REVENUE

ILOG optimization streamlines agencies' media purchasing and broadcasters' allocation of air inventory time through real-time generation of optimized ad schedules. The ILOG business rule management software processes rules and scheduling constraints significantly faster than any comparable product. This enables buyers and broadcasters to modify broadcast schedules on the fly, resulting in greater client satisfaction, higher yields, and shorter turnaround times. The same technology, when combined with ILOG visualization, is used by telecom and media vendors to reduce downtime through real-time monitoring of networks, infrastructure, and company workflow.

- ad scheduling
- subscription management
- policy-based digital-rights management
- automated media provisioning
- advanced network monitoring



Changing the rules of business™

Maximize sales revenues

In a competitive market for media sales, the ability to quickly generate a variety of programming schedules that fill all of a customer's constraints is an important advantage. Using ILOG optimization, media planners and vendors today generate complete programming schedules in seconds. They can specify a completely configurable range of parameters such as spots, slots, pricing, audience, location, and specific conflicts to watch for (such as conflicting requests for times and audiences, regulatory requirements, and constraints due to competitors). To these can be added demographics, episode schedules and seasonal templates. The software can then generate a variety of schedules in seconds, each fulfilling all the required constraints. Armed with these schedules, vendors and buyers can work to find the one best suiting the customer and provide the ideal airtime sales plan. By generating schedules in real-time, media companies enjoy higher productivity from their sales staff, better inventory management, improved flexibility in negotiations, and faster buyer approval for contracts.

Deliver real-time personalization

Today's wide variety of products, services, and media are tailor-made for highly targeted product development. ILOG rule engines enable companies to offer personalization for ads and programming in real time for interactive TV, and design high-yield, demographic-based product bundles for new and existing broadcast customers. By generating possible product mixes (such as pay per view and video on demand), media vendors make better use of existing assets. In addition, the enhanced design of deliverable products gives companies the ability to up-sell and cross-sell new services and offerings.

Streamline management of media and operations

Making best possible use of infrastructure and assets is increasingly a distinguishing competitive advantage. ILOG business rule technology analyzes processes and generates optimized content routing plans and asset deployment configurations that enhance resource allocation. This analysis enables on-demand content delivery with customizable policy-based provisioning, comprehensive media-asset management, efficient digital rights management, optimized access management with automatic provisioning, and automatic workflow routing.

In addition, ILOG business rule and visualization technologies provide real-time integrated tracking of workflows and bottlenecks, advanced network monitoring (complete with configurable alarms), and event analysis for SLA and QoS tracking on broadcast, broadband, and new media servers. As a result, operational efficiency and resource usage are significantly improved and downtime is reduced, leading to increased customer satisfaction, with a corresponding reduction in help-desk and customer-service costs.

ABOUT ILOG

ILOG's innovative enterprise-class software components and services have helped companies maximize their business agility and improve operating efficiency for over 10 years. Over 1,000 global corporations and more than 300 leading software vendors rely on ILOG's business rules, optimization and visualization technologies to achieve dramatic returns on investment, create market-defining products and services, and sharpen their competitive edge. For more details, please visit www.ilog.com

ILOG Worldwide Information Center - Tel: 1-800-FOR-ILOG (US only) or 1-775-881-2800 (international) • URL: <http://www.ilog.com>

France - ILOG S.A. - Gentilly - Tel: +33 (0)1 49 08 35 00 - E-mail: info@ilog.fr
China - ILOG (S) Pte. Ltd. - Beijing Representative Office - Tel: +86 10 65391108 - E-mail: info@ilog.com.sg
Germany - ILOG Deutschland GmbH - Bad Homburg v.d.H. - Tel: +49 6172 40 60 - 0 - E-mail: info@ilog.de
Japan - ILOG Co., Ltd - Tokyo - Tel: +81 3 5211 5770 - E-mail: info@ilog.co.jp
Singapore - ILOG (S) Pte. Ltd. - Singapore - Tel: +65 67 73 06 26 - E-mail: info@ilog.com.sg
Spain - ILOG S.A. - Madrid - Tel: +34 91 710 2480 - E-mail: info@ilog.es
UK - ILOG Ltd. - Bracknell - Tel: +44 (0) 1344 66 16 00 - E-mail: info@ilog.co.uk
USA - ILOG, Inc. - Mountain View, CA - Tel: +1 650 567-8000 - E-mail: info@ilog.com
 Representatives and distributors in other countries

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“ILOG JRules and ILOG CPLEX are the perfect tools to address the key technical challenges brought by streaming video ads for advertisers, broad-casters, and content providers. We are being offered proven solutions for our media industry.”

- Susumu Nakagawa
President
PaSaTa



“ILOG business rules provided advanced monitoring functionality that enabled AFP to improve the quality of service to customers by allowing us to move to more proactively manage and monitor our infrastructure and reduce downtime.”

- Jean-Christophe Garnier
Project Manager
AFP



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