



ALMOST 20 YEARS AGO, A GROUP OF MEDIA IT PROFESSIONALS SAW THE OPPORTUNITY TO CREATE A NEW SOLUTION FOR THE INDUSTRY

Our ethos was to keep things simple, flexible and pragmatic to meet the needs of a fast-changing sector that would face constant challenges on all fronts.

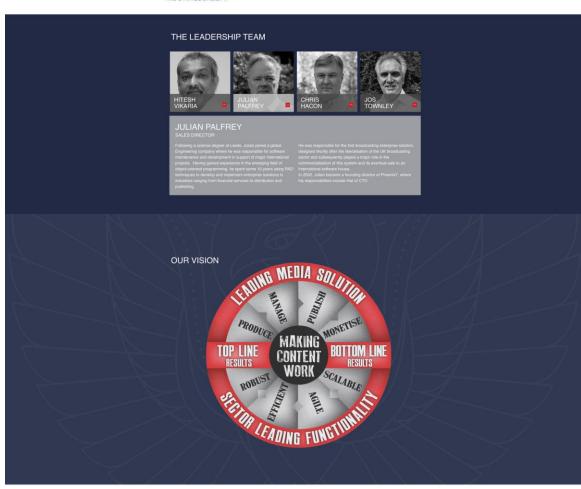
Our vision was to create a platform that was more robust, more agile, more efficient and with better functionality than any previous solution.

ROBUST

The solution has been written as one integrated system from the ground or, rather than acquiring both-ones to extend functionality this provides the security of industry-leading optime and tuille in fall-sales are solved in the solution has been designed by seasoned media professionals, with an in-depth undestanding of key preformance levers and best provides the security of industry-leading optime and tuille in fall-sales.

EFFICIENT

THIS SOLUTION IS NOW USED ON 5 CONTINENTS AND IS REGARDED BY SOME OF THE WORLD'S LEADING MEDIA ORGANISATIONS AS THE CORNERSTONE OF THEIR OPERATIONAL EFFECTIVENESS AND STRATEGIC AGULTY.











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