



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.

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### ROBUST

The solution has been written as one integrated system from the ground up, rather than acquiring bolt-ons to extend functionality; this provides the security of industry-leading uptime and built-in fail-safes

### EFFICIENT

The solution has been designed by seasoned media professionals, with an in-depth understanding of key performance levers and best practices giving you fast response times, leading functionality and

### AGILE

Our core technology provides you with the fastest deployment in the industry and RAD development capability that means an end to constant development backlogs

### SCALABLE

processing times remain industry-leading even on the largest, multi-platform, multi-language installations, with the solution tested to hundreds of concurrent users and dozens of channels on any one site

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 AGILITY.

## THE LEADERSHIP TEAM



**HITESH VIKARIA**

**JULIAN PALFREY**

**CHRIS HACON**

**JOS TOWNLEY**

### JULIAN PALFREY

SALES DIRECTOR

Following a science degree at Leeds, Julian joined a global Engineering company where he was responsible for software maintenance and development in support of major international projects. Having gained experience in the emerging field of object-oriented programming, he spent some 10 years using RAD techniques to develop and implement enterprise solutions in industries ranging from financial services to distribution and publishing

He was responsible for the first broadcasting enterprise solution, developed shortly after the liberalisation of the UK broadcasting sector and subsequently played a major role in the commercialisation of this system and its eventual sale to an international software house.

In 2002, Julian became a founding director of Phoenix7, where his responsibilities include that of CTO.

## OUR VISION



## OUR PARTNERS

