Say hello to all your WideOrbit data, when and where you need it

WO Analytics ETL, a WideOrbit Managed Service

Media companies accumulate data from multiple sources, often creating siloed information that makes accurate data analysis challenging. These information silos also present difficulties in mapping current and historical data to third-party business intelligence systems, rendering the data unusable or creating issues when upgrading to new versions of WideOrbit software.

WO Analytics ETL is a business data solution for broadcast TV, radio, network, or hybrid media companies. We understand that one size doesn't fit all business needs, so to support customers using WO Traffic, WO Network, and WO Digital Orders, we offer WO Analytics ETL, a WideOrbit Managed Service that seamlessly extracts, transfers, and loads (ETL) data from multiple WideOrbit systems for use in the data analysis platforms you already use. WO Analytics ETL includes built-in, proprietary intelligence, so you can immediately start analyzing all your data to make informed, data-driven business decisions.

WO Analytics ETL is a back-end solution that provides access to all WideOrbit data through a pre-built extract, transform, and load (ETL) process. With business logic applied at every level, you can build corporate data warehouses for immediate access to data using third-party business intelligence solutions, all continuously managed and monitored for peace of mind.

WO Analytics ETL allows you to:

Make timely business decisions with immediate access to your WideOrbit data within your existing business intelligence solution, with seamless, proprietary business rules and intelligent data mapping through a single portal

Save time and resources with a back-end solution that allows continued use of your existing front-end data analysis platform

Enjoy peace of mind knowing that WideOrbit is managing and monitoring your business-critical data flow

WO Analytics ETL is the right choice if your team needs to:

Continue using existing business intelligence platforms

Create a data lake or data warehouse that's securely managed

Access all WideOrbit data, not just revenue data, to make business-critical decisions

Choose a WO Analytics solution to fit your business

WO Analytics offers complete business intelligence solutions, with visualization tools built specifically for the network, local TV, and radio industries. Our solutions consolidate all relevant data from both WideOrbit and third-party systems within a single analytics platform, providing a unified view across channels, markets, and platforms to make it simple for any user to analyze business performance, spot inefficiencies, and pinpoint new revenue opportunities.

Get Peace of Mind with WO Analytics ETL, a WideOrbit Managed Service

- We monitor the nightly ETL process in real-time – any simple restarts and fixes are performed by our team of experts to ensure a secure data refresh every day

- Automated daily data integrity checks (e.g., compares data with WO Traffic for accuracy)

- WideOrbit is constantly improving the speed and scope of WO Analytics ETL to ensure our customers have the data they need, when they need it

Feature	WO Analytics Enterprise	WO Analytics ETL
Robust analytics service and front-end visualization tool	Yes	No
Mobile enabled to access data on the go	Yes	No
Dashboards to visualize data based on your business needs	Standard and customizable (up to three dashboards)	No
Implementation time	Months	Weeks - Months
Custom data import from non-WideOrbit sources	Yes	Yes
Access historical data to see long-term trends	Yes	Yes
WideOrbit product integrations support	WO Traffic, WO Network, WO Digital Orders	WO Traffic, WO Network, WO Digital Orders
Integrated with Revenue Analytics® for revenue insights	Yes	Yes
Pre-built, on-premises data warehouse and ETL	Yes	Yes
End user training	Personalized, on-site	No

Learn more about WO Analytics ETL today

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