

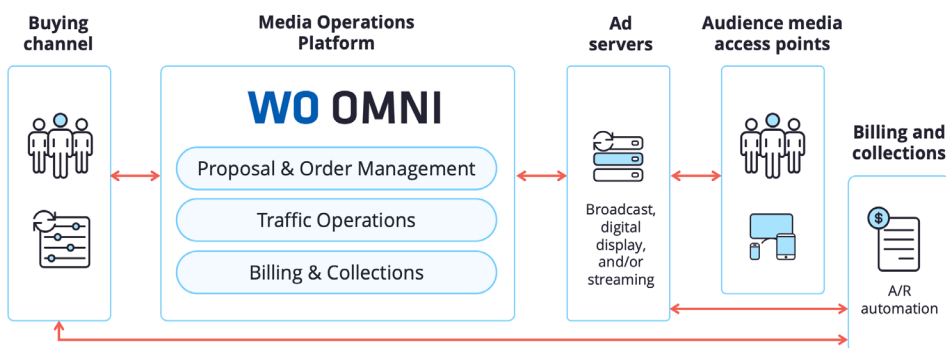


Say hello to the leader in cross-media sales, traffic, and billing

End-to-end sales and operations platform built for the evolving media landscape

Media companies are challenged by increasing operational complexity in an ever-changing industry. New technology, platforms, and consumer behaviors add to that complexity, even as they create new revenue streams.

WO Omni is tailored to meet the business needs of today's linear and digital sellers, including those with bespoke regional requirements. From proposals to orders, scheduling to reconciliation, billing to collections, and dynamic, real-time reports, WO Omni makes it easy to manage, optimize, and execute ad sales for any media type. With WO Omni, you can centralize operations on a shared technology platform, consolidate and manage linear and digital assets, and leverage robust integrations with third-party systems.



WO Omni allows you to:



Count on the stability and reliability of a proven and trusted solution



Reduce both risks and costs associated with integrating multiple, disparate solutions



Improve efficiencies by centralizing linear and digital ad operations

WO Omni is right for your team when:

- Centralizing linear and digital sales, traffic, and billing is important to you
- You want a comprehensive solution built by media professionals
- Security and platform stability are critical
- You want a business partner more than a software vendor

A solid foundation for your cross-media sales, traffic, and finance operations

As an end-to-end solution or integrated with best-of-breed third-party systems, WO Omni is a fast, flexible solution for a changing marketplace.



Sales

- Cross-media proposals
- Rate cards and impression estimates
- Campaign performance and stewardship



Traffic

- Spot placement optimization
- Log preparation and reconciliation
- Media management



Finance

- Credit management
- Billing and accounts receivable
- Export to G/L systems



General Features

- Multi-currency and language
- Dynamic, real-time reports
- Robust security and auditing

Modules, integrations, and professional services available from WideOrbit

Digital Orders

Simplifies billing by enabling broadcasters to fulfill, invoice, and report on linear and digital orders within a consolidated solution.

Export G/L

Export high-level revenue, invoice, payment, and adjusted revenue data mapped to custom G/L accounts for import into financial systems.

WO Airtimes

Provides automated, electronic delivery of scheduled airtimes direct from WO Omni to buyers for faster turnaround and reduced errors.

WO Automation for Radio

Live log integration for last minute changes, real-time reconciliation as spots air, and electronic dub and purge lists for streamlined media management.

WO Data Bridge

Analyze and improve business performance, pinpoint inefficiencies, and identify new revenue opportunities using data from WO Omni, and other complimentary sources.

WO Digital Hub

A single platform to unify digital ad sales, operations, execution, and finance across multiple properties and ad servers, automating workflows to increase efficiency and drive revenue growth.

WO Payments Suite

Provides A/R management tools to increase on time payments of invoices, reduce financial operating costs, and facilitate consistent best practices.

WideOrbit Cloud Hosting

Secure your online environment and focus on your core business while leaving the infrastructure to the experts, without the overhead of end-to-end management.

WideOrbit.io

Designed for flexibility and adaptability, WideOrbit APIs provide seamless, real-time interaction with your applications, boosting efficiency by allowing you to effortlessly connect with your data.

WideOrbit Managed Services

WideOrbit managed services allow you to improve the efficiency of your WideOrbit products by leveraging our team's experience. Services address areas such as data management and integrity, operational workflows, and configuration updates.

WideOrbit Professional Services

Our team leverages invaluable knowledge and experience in the delivery of a variety of engagements across all customer segments, from quick system changes to intricate integrations involving multiple WideOrbit products.

Other Integrations

Use your favorite tools through pre-built or custom integrations that extend your WO Omni workflows.

Learn more about WO Omni today

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