

## Unlock the Power of Your Data with WideOrbit

Accessing a consistent view of business performance across your organization can be challenging. Often media companies lack secure, reliable access to data, making it difficult to answer critical business questions.

WideOrbit provides an open, flexible software environment to help media companies optimize workflows during times of rapid industry change. Our data access and analytics solutions provide business-critical data that is consistent and secure, allowing you to quickly identify and capitalize on revenue opportunities.



### WO DATA BRIDGE

#### Timely Transformed Data for Enterprise Analytical Applications

WO Data Bridge revolutionizes large dataset management, providing a gateway to advanced business intelligence and analytics. WO Data Bridge provides access to data in various forms, including raw and curated. Curated data is transformed using proprietary WideOrbit calculations and logic. Enriched data is also available when integrating external data sources and mapping all data sets together. With WO Data Bridge, you can set data to refresh multiple times per day or on a schedule of your choice. And as a serverless, cloud-based solution, no hardware investment is required. Data integration expertise, scripts, and management and consulting services are available from WideOrbit to help you quickly unlock the power of your data.

### WO ANALYTICS

#### Business Intelligence Purpose-Built for the Broadcast Media Industry

WO Analytics ETL is built specifically for the TV and radio industries to consolidate all relevant data from both WideOrbit and third-party systems within a single analytics platform. A unified view across channels, markets, and platforms makes it simple for any user to analyze business performance, spot inefficiencies, and pinpoint new revenue opportunities.

### WIDEORBIT.IO

#### APIs, Events, and Notifications

WideOrbit's API and event architecture is built on top of WideOrbit systems including WO Traffic, WO Network, and WO Omni, to protect data integrity and performance. WideOrbit APIs provide seamless, real-time interaction with your applications at the object level. Designed for flexibility and adaptability, WideOrbit APIs enable you to effortlessly connect and interact with your data, boosting operational efficiency.

# Discover Which Data Solution Is Right for Your Business

Feature	WO Data Bridge	WO Analytics ETL	WideOrbit.io
Multiple data refreshes available	Yes	No	Yes, every 5 minutes
Hardware investment required	No	Yes	No
Implementation time	2 Months	2 Months	1 Day (configuration)
Quantity of data sources supported	Multiple	Multiple	One
Custom data import from non-WideOrbit sources	Yes	Yes	No
Access historical data to see long term trends	Yes	Yes	Yes
WideOrbit product integrations support	WO Traffic, WO Network, WO Omni, WO Fusion, WO Digital Hub	WO Traffic, WO Network	WO Traffic, WO Network, WO Omni
Integrated with Revenue Analytics® for revenue insights	Yes	Yes	N/A
Pre-built data warehouse	Yes, multi-cloud hosted environment	Yes, on-premise	N/A
Data processing type	ELT	ETL	N/A
Pre-built business logic and data sources	Yes	Yes	N/A
Dashboards to visualize data in your business intelligence or visualization tool, based on your business needs	Available as a WideOrbit Professional Services engagement	Available as a WideOrbit Professional Services engagement	N/A

Learn more about WideOrbit data solutions today

TVSales@wideorbit.com | RadioSales@wideorbit.com  
(415) 675 -6700