WIDEORBIT

WideOrbit Professional Services Catalog

Welcome to WideOrbit

WideOrbit is the one platform that ties everything together – from automated marketplace and digital ad sales to cash-in-advance payments.

WideOrbit helps media companies by making it easier to buy and sell advertising. Only WideOrbit brings a Wider-World approach, providing media companies with broader capabilities, bigger insights, and better connections—from ad sales and trafficking to A/R automation and payment processing, to robust analytics.

This is why numerous industry leaders, including Paramount, Scripps, Audacy, and more, have partnered with us since 1999. It's our track record of reliability, combined with a commitment to innovation, that leads our partners to renew their contracts.

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Our Service Organization

The depth and breadth of WideOrbit media experience is unparalleled in the industry. In addition to the significant benefits our products bring to our global customer-base, our Professional Services organization has gained invaluable knowledge and experience through the delivery of a variety of engagements across all customer segments. From quick system changes to intricate integrations involving multiple WideOrbit products, often within complex customer environments, our team has earned the trust of our clients.

Maximize Your Resources

Even customers with skilled technical teams choose WideOrbit's Professional Services to navigate change and achieve business goals efficiently. Investing in our experience optimizes resource utilization, enabling your team to focus on areas where their expertise has the greatest impact.

Reliable On-Time Execution

Our Professional Services team uses streamlined processes to ensure on-time, on-budget completion. Your initiatives are led by seasoned experts with a proven track record of excellence, committed to high-quality results that are the foundation of enduring partnerships.

Detailed Project Governance

Governance is a priority for us. Smaller engagements follow standard processes with leadership oversight, while experienced project management professionals oversee larger projects, ensuring standardized documentation and clear, effective communication.

Our Service Organization

Stay Ahead of Industry Trends and Technology

Dedicated to staying ahead of industry trends, our Professional Services team brings fresh insights and creative solutions. With a focus on precision and quality, you can rely on us to navigate complexities, mitigate risks, and provide innovative solutions tailored to your unique needs.

Committed to Your Long-Term Success

Experience transformative collaboration with our mature and innovative Professional Services team.
By choosing WideOrbit, you're not just selecting a service provider, but gaining a strategic partner dedicated to your long-term success.

Lifecycle Phases

Operate
- Support Services
- Managed Services
- Expertise & Education
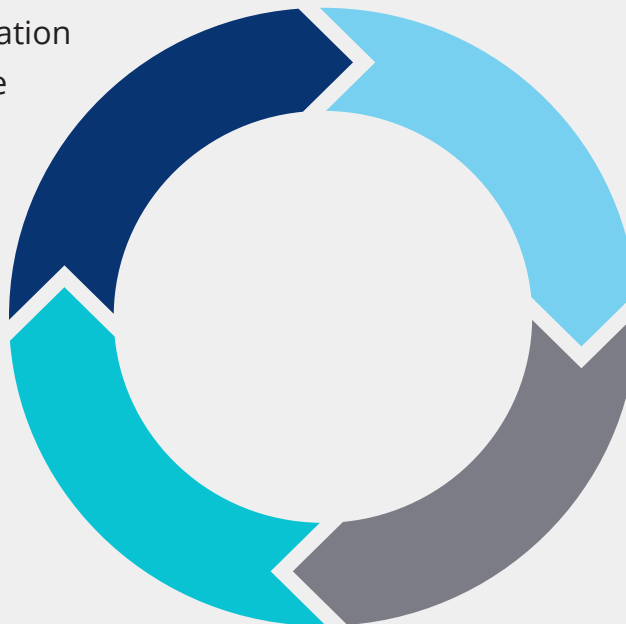- Change & Update
- Workforce augmentation

Consult
- Discovery
- Systems Effectiveness
- Roadmap & Business initiatives
- Project Planning

Implement
- Engineering
- Installation
- Configuration
- Integration
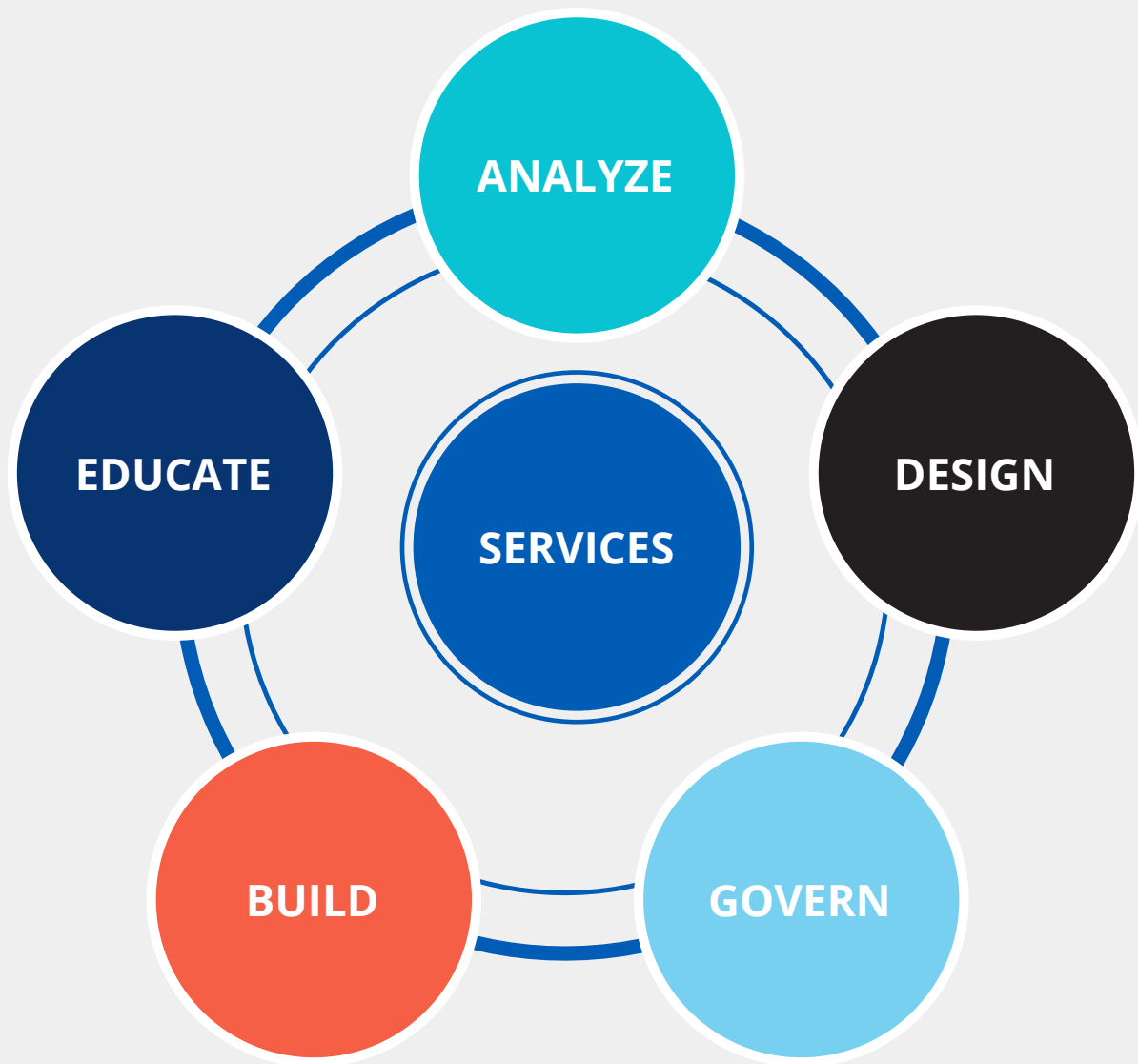- Training
- Launch

Design
- Systems Architecture
- Data Structures
- Media Planning
- Workflows

Skills Profile

Our skilled team, including Architects, Project Managers, Implementation Specialists, Trainers, Program Managers, and Engineers, combines broad industry and WideOrbit product expertise to offer innovative solutions. We initiate projects by assisting customers in clearly defining requirements and success criteria for their Professional Services engagements.

Our team then designs solutions that consistently delight customers, optimizing workflows and integrations through parallel processes of implementation, launch, training, and systems reviews. Our consultants are also available for effectiveness and transformation reviews to ensure ongoing evolution aligned with your business needs.

Professional Services Engagements

Dedicated Services Team

Products: All products

Service Description: Enhance your organization's capabilities by engaging with a team of WideOrbit experts. Engaging a Dedicated Services Team provides a committed set of resources, enabling unparalleled access to our experience and product knowledge. Our team can complement your existing resources, provide specific additional skills, or add strength to your priority projects.

Prepaid Hours Bundle

Lifecycle Phase: Consult, Design, Implement

Products: All products

Service Description: Create a pool of Professional Service hours to draw from when you need consulting, training, or any other type of service.

Staffing Assistance

Lifecycle Phase: Consult, Implement

Products: WO Traffic, WO Network, WO Omni

Service Description: Temporary staffing to assist with traffic or sales functions within our core products.

Professional Services Engagements

Implementation Services

Premium Implementation Service – Core Products

Lifecycle Phase: Consult, Design, Implement

Products: WO Traffic, WO Network, WO Omni

Includes: Project Management, Sales/Traffic Training, Finance Training, Automation Integration, AR Import (optional), HR Import (optional), Material Import (optional), Support during the project

Service Description: The premium implementation service package includes all our services, allowing your staff the time to learn the system from the software professionals.

Implementation Service – Core Products

Lifecycle Phase: Consult, Design, Implement

Products: WO Traffic, WO Network, WO Omni

Includes: Project Management, Sales/Traffic Training (basics), Finance Training (basics), Automation Integration, AR Import (optional), HR Import (optional), Material Import (optional), Limited support during implementation

Service Description: The implementation service package provides the foundation of the system, with training on key aspects, and limited support during the project.

Premium Implementation Service – Other Products

Lifecycle Phase: Consult, Design, Implement

Products: WO Digital Hub, Consolidated Network Sales, WO Automation for Radio, WO Media Sales, WO Order Connect

Includes: Solution Design, Project Management, Training, Support during the project

Service Description: The premium implementation service package includes all the services needed to support your team in identifying requirements and designing the most effective solution for your business. This package allows your staff the time to learn the system from our software professionals, asking questions along the way.

Implementation Service – Other Products

Lifecycle Phase: Consult, Design, Implement

Products: WO Digital Hub, Consolidated Network Sales, WO Automation for Radio, WO Media Sales, WO Order Connect

Includes: Streamlined solution design, project governance, and expedited delivery, training, and handover.

Service Description: Provides a team to work with you to fast-track a solution build and delivery, with minimum overhead and limited support through the project.

Professional Services Engagements

Implementation Services

Commercial and Program Integration (CAPI)

Lifecyle Phase: Consult, Design, Implement

Products: WO Traffic, WO Network, WO Omni with WHATS'ON

Service Description: CAPI is designed as a flexible integration capable of handling three main workflows, with multiple variations within each workflow, between your traffic system and the WHATS'ON programming system.

Electronic Material Instructions

Lifecyle Phase: Consult, Implement

Products: WO Traffic, WO Network

Service Description: The Electronic Material Instructions module is an integrated solution to streamline operational workflows by automatically aggregating material instructions from multiple sources for electronic import into WO Traffic or WO Network.

Order Validation

Lifecyle Phase: Consult, Design, Implement

Products: WO Traffic

Service Description: Order Validation is a license-controlled feature providing a highly flexible option for validating your codes and data within your Order Header, Order lines, and Spots on an order.

Radio Interchange

Lifecyle Phase: Consult, Implement

Products: WO Traffic

Service Description: Radio Interchange is an API transfer between Network/Barter partners and WO Traffic. Weekly orders and their associated materials are delivered electronically instead of manually. The network partner receives their report automatically after the spots air.

Professional Services Engagements

Consulting Services

Customized Consulting

Lifecycle Phase: Consult

Products: All products

Service Description: Our consultants will work with you to help optimize execution, improve user workflows, and fully realize benefits.

Gap Analysis

Lifecycle Phase: Consult

Products: WO Traffic, WO Network, WO Omni, WO Digital Hub, WO Media Sales, WO Order Connect

Service Description: If you are considering a new product or module and want to ensure it will meet your needs, we can work together on a Gap Analysis to help determine what you need to achieve your goals, identify any gaps, and investigate development and/or new workflows.

Premium System Effectiveness Review

Lifecycle Phase: Consult, Design, Implement

Products: WO Traffic, WO Network, WO Omni

Service Description: Partner with a WideOrbit consultant to assess and enhance system settings and workflows. Through remote database access, staff interviews, and software observation, the consultant identifies areas for workflow automation improvement. A premium review evaluates 3-5 properties over 3 months, providing detailed reports, recommendations, and post-project staff training.

Centralization/Hubbing

Lifecycle Phase: Consult

Products: WO Traffic, WO Network, WO Omni, WO Media Sales

Service Description: If you are looking to gain efficiencies by centralizing your operations, we can consult with you on System Effectiveness Reviews to highlight areas for centralization, help create a plan, as well as help manage the overall project.

Proof of Concept (POC)

Lifecycle Phase: Consult

Products: WO Traffic, WO Network, WO Omni, WO Digital Hub

Service Description: If you are considering a new product or module and want to ensure it will help you achieve your goals, we can help you with a structured Proof of Concept, including well-defined success criteria. We'll guide you through how the product or module works and have you test it before making any long-term product or Services commitment.

System Effectiveness Review

Lifecycle Phase: Consult, Design, Implement

Products: WO Traffic, WO Network, WO Omni

Service Description: Partner with a WideOrbit consultant to assess and enhance system settings and workflows. Through remote database access, staff interviews, and software observation, the consultant identifies areas for workflow improvement. A standard review includes evaluating 1 property and a select number of users, with a shorter timeline of 4-8 weeks, providing detailed reports, recommendations, and post-project staff training.

Professional Services Engagements

Consulting Services

Premium Placer Effectiveness Review

Lifecycle Phase: Consult, Design, Implement

Products: WO Traffic, WO Network, WO Omni

Service Description: Partner with a WideOrbit consultant to assess and enhance Placer settings and workflows. Through remote database access, staff interviews, and software observation, the consultant identifies areas for workflow improvement. The Premium Package includes evaluating 3-5 different properties, with a timeline of 3 months, providing detailed reports, recommendations, and post-project staff training.

Placer Effectiveness Review

Lifecycle Phase: Consult, Design, Implement

Products: WO Traffic, WO Network, WO Omni

Service Description: Work with a WideOrbit consultant to identify areas of improvement pertaining to Placer. Through remote database access, staff interviews, and software observation, the consultant identifies areas for workflow improvement. Includes evaluating 1 property and a select number of users, with a shorter timeline of 4-8, providing detailed reports, recommendations, and post-project staff training.

Training Services

Customized Training

Lifecycle Phase: Consult

Products: All products

Service Description: We will meet with you to discuss and understand your current needs to determine the recommended training to help you reach your goals.

New Staff Training

Lifecycle Phase: Consult

Products: All products

Service Description: When you hire new staff, we'll help make sure that they can effectively utilize the system by providing the training they need to reach their full potential. We recommend annual training for all new hires.

Refresher Training

Lifecycle Phase: Consult

Products: All products

Service Description: After an upgrade or changes to staffing, we'll ensure that your team has the training they need to be effective. We'll work with you to map out the appropriate curriculum to effectively utilize the system. We recommend annual refresher training to ensure your team is maximizing the benefits of the system.

Professional Services Engagements

Technical Services

API EXTRACTS

WideOrbit.io allows data to be pulled from WO Traffic, WO Network, and WO Omni, and to be pushed into WO Traffic and WO Network via API.

Push Data

Lifecycle Phase: Consult, Design, Implement

Products: WO Traffic, WO Network

Service Description: The Push functions within WideOrbit.io allow data (ex: Security Users, Agencies, etc.) to be created and updated in WO Traffic and WO Network via API.

Pull Data

Lifecycle Phase: Consult, Design, Implement

Products: WO Traffic, WO Network, WO Omni

Service Description: The Pull functions within WideOrbit.io allow data (ex: Security Users, Agencies, Orders, Invoice PDFs, etc.) to be extracted from WO Traffic, WO Network, and WO Omni via API.

INTEGRATION SERVICES

Automatic Notification of Changed Data

Lifecycle Phase: Consult, Design, Implement

Products: WO Traffic, WO Network, WO Omni

Service Description: The Notifications functions within WideOrbit.io allow for automatic notifications to be received to a location of the integration partner's choice when records are updated or processed in WO Traffic, WO Network, or WO Omni.

Data Aggregation of Multiple Data Sets (Data Bridge)

Lifecycle Phase: Consult, Design, Implement

Products: WO Traffic, WO Network

Service Description: The Data Aggregation feature creates a data lake that can aggregate across multiple data sources to provide integration partner access for use with data visualization and cached data.

DEVELOPMENT SERVICES

Custom Development

Lifecyle Phase: Consult, Implement

Products: All Products

Service Description: If you are looking for functionality or integrations that are not currently available, we can consult with you to determine whether the functionality is something we can develop for you.

GL Export

Lifecycle Phase: Consult, Design, Implement

Products: WO Traffic, WO Network, WO Omni

Service Description: We'll help you establish General Ledger codes to enable the export of a file from your core traffic system for import into your financial system. The file will include revenue, billing, and payment data.

Contact

Any business process or system is only as powerful, and subsequently as valuable, as the users behind it. Investing in staff, process, and the infrastructure that supports them will give your organization a competitive advantage in an increasingly complex media industry.

Contact us to learn more about WideOrbit Professional Services today.

Professional Services
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