

## CUSTOMER FOCUS

### Challenge

The AIB Network was managing core responsibilities independently across their broadcast operations, making workflow efficiency a challenge. With each department acting as an individual silo, proper metadata management required manual intervention; a time-consuming process resulting in repetitive tasks and several opportunities for errors. The AIB Network needed a solution that could provide an automated and centralized workflow, in order to monetize their program schedules. Additionally, the new solution had to integrate seamlessly with their existing automation system and provide proof of performance invoices for their advertising partners — all within a tight timeframe.

### A Responsive Partner

After an extensive search, The AIB Network selected Myers' ProTrack to serve as their centralized broadcast management system. ProTrack not only provided the automated functionality that The AIB Network needed to increase profitability, but also could serve as the primary hub for managing all of the content metadata up and down their broadcast chain. Departments could now work more efficiently as broadcast operations could be managed in one centralized system that seamlessly integrated with their automation system. Also, Myers was able to meet the tight timeframe The AIB Network was looking for by getting them up and running on ProTrack within just seven weeks.

"Myers was an extremely responsive partner to work with," said Mark McGraw, Director of Network Operations, The AIB Network. "We knew we needed a new solution to help our operation progress, and ProTrack exceeded that expectation and has significantly advanced our capabilities and operational workflow efficiency."

### Maximizing Their ProTrack Investment

In order to maximize the full potential of their investment, The AIB Network decided to implement ProTrack's Sales and ProWeb modules to further enhance their operation. The Sales Module allowed them to increase revenue opportunities by tracking avails, creating affidavits, and producing invoices. Its robust revenue reporting delivered the insight needed to measure sales effectively by program, daypart, client, agency, and more. Additionally, ProWeb automated the production and updating of web schedules with all pertinent program information. It also facilitated the promotion of content, which in turn not only enhanced The AIB Network's programming, but the user's experience.



### ABOUT ATLANTA INTERFAITH BROADCASTERS

Atlanta Interfaith Broadcasters (The AIB Network) Inc. is the nation's largest regional interfaith television network located in Atlanta, GA. A self-supporting organization, The AIB Network is viewed in more than 1.3 million homes across 35 metropolitan Atlanta area counties. Their historically rich programming is housed at the Smithsonian Institute and The Chicago Museum of Broadcasting.

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