

Make better business decisions based on your company's data

VSNEplorer BI is VSNEplorer's Business Intelligence module, specifically created for Broadcast environments.

VSNEplorer BI is able to extract information from the assets, media quality, traffic, transcoding and other series of processes, including third party systems, to subsequently present selected data in **simple graphs and analytical reports**.

This way, companies can rely on these reports for **better making business decisions and analysing their companies' performance**, avoiding the need to perform this task manually or hire additional third party systems to carry it out.



VSNEplorer's BI Module

Functionalities & advantages

- Toolset for the automatic extraction of information
- Business Intelligence module completely integrated in a MAM system
- Automatic report creation
- Possibility of customizing reports
- Complete customization of data and reports' layout
- Advanced management of permissions
- Improves efficiency in decision making
- More efficient workflows

Analysis, advanced filters and bottleneck detection

The latest developments included in VSNEplorer BI allow users to combine access to analytic documents and reports created by default together with **new reports and custom graphs** (bar, column, ranking, enumeration or speedometer, among others).

This way, the enhanced version of VSNEplorer BI enables users and administrators to further control their company's performance and analyze data, even segmenting them by department or including filters that allow to **monitor** from a single panel or report the performance of the whole company based on specific information of interest.

Some applications of this powerful analytical tool are the detection of inefficiencies and bottlenecks in workflows, the resolution of these problems or improving the strategic decisions' making that increases the benefits and promotes a **more efficient use of the resources of any broadcast company**.

MEDIA & BUSINESS PROCESS MANAGEMENT

Business Intelligence (BI) Module

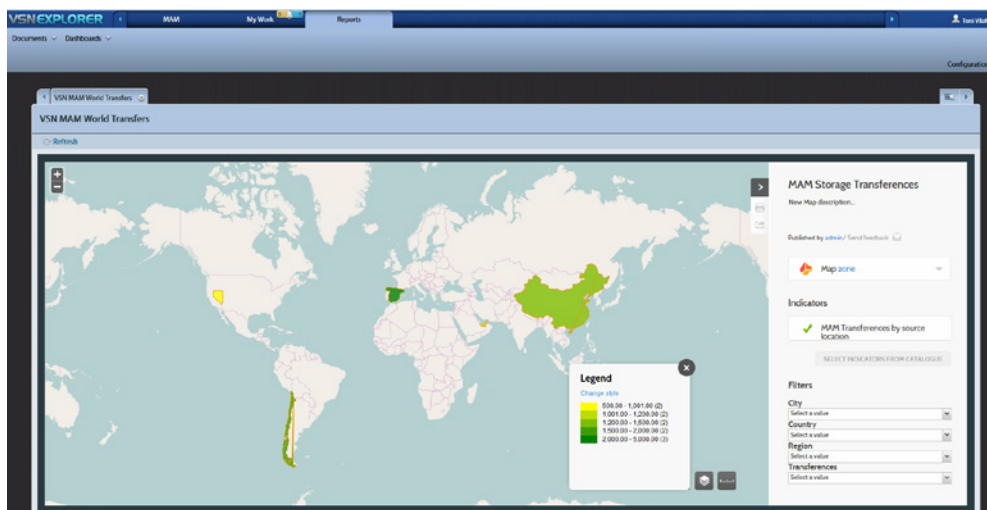
Analytical reports fully customized

VSNE Explorer BI is one of the first tools for data analysis and Business Intelligence perfectly adapted to the Broadcast industry and **integrated within a MAM system**. That is, this tool allows to have access to reports and analytical documents based on information relevant to the Broadcast sector in general.

Based on this idea, it was conceived with the goal of having access to a quick and simple tool to create analytical reports fully customized according to the particular interests of any media company and without having programming skills.

This layer of Business Intelligence consists of a set of tools that **transform the metadata into valuable information** to carry out detailed and crucial analysis to know how the various resources of the company operate and work. It is able to present **detailed reports** to the administration, finance and project management departments, among others, with fully customized permissions according to their specific needs.

In addition, users in charge of this aspect can customize their reports and select exactly what type of information they want to see or export, including precise data on geo-targeted performance displayed on a map.



This image shows the display of data on a map of VSNE Explorer BI module, targeted by geographic locations.

One concrete example of use, among many that this new functionality can have, is the elaboration of detailed log reports about which OTT videos have had the most views in recent months. Thanks to this functionality, it is possible to know at what times of the day it is better to publish videos to achieve a greater impact. With this type of reporting, administrators can rectify their decisions from the very beginning and monitor processes from a single terminal, **optimizing their content management and increasing the final profit**.

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