

# Health Check

## ADVERTISING MANAGEMENT SYSTEMS

As the way people watch TV continues to change, broadcasters and media companies are challenged to protect their existing revenue streams and explore new ways to make money.

Priming your business to maximize ad spend in a multiplatform world requires maintaining a stable infrastructure, while ensuring the agility to adapt to new technologies. But before you make a future-focused transition, how do you properly assess the state and viability of your current workflow?

### Enter Imagine Advisory Services.

Our comprehensive Advertising Management “Health Check” inspection brings the deep industry experience and expertise of our engineers and analysts, engaging with your team to assess existing advertising infrastructure systems, processes, and procedures. Employing open source tools in our evaluation and analysis, we will recommend a practical course of action that best supports your mission-critical advertising operations. With our customized solutions, you can properly maintain legacy equipment while pursuing a seamless, self-paced migration to audience-based media buying and next-gen technologies.

### OUR APPROACH AND DELIVERABLES

- Assess and document existing processing, database, and network infrastructure
- Test and measure component viability and interactions
- Document benchmarks, thresholds, and risks
- Identify and recommend hardware, software, and process solutions
- Present findings and discuss recommendations



## IMAGINE ADVISORY SERVICES

Leveraging years of industry experience and technical expertise, Imagine Advisory Services offers focused assessments, education programs, and advice to broadcast and media customers around the world. Each engagement is tailored to the specific needs of the customer, with consideration for local laws and regulations as well as industry standards and trends.

Imagine Advisory Services is grouped into three distinct practice areas:



### INFORM AND EDUCATE

As part of a series of education and training briefings, our team will provide valuable insights and details on topics relevant to broadcast and media executives and managers, from technology migration planning and IP education to change management.



### ANALYZE AND REMEDIATE

With the Health Check program, our world-class broadcast engineers and analysts will evaluate existing infrastructure, identify hidden risks, and deliver recommendations on how to best provide reliable, disruption-free broadcasts and distribution of content.



### SERVICE AND OPTIMIZE

Our team of experts will engage with your organization to help optimize revenues, fine-tune operations, and provide guidance through challenging technology and business transformations.



Your Path. Your Pace.

Take it on with Imagine Advisory Services.

Learn more at [www.imaginecommunications.com/imagine-advisory-services](http://www.imaginecommunications.com/imagine-advisory-services)

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