

OPERATIVE

2022

we are a disruptive innovator in the media industry

Operative has been developing innovative and leading advertising management technology for over two decades.

Our cloud-based technology platforms give Global Media companies insights and capabilities to deliver next generation advertisement solutions.

Our customers include Amazon, Comcast, NBCU, Viacom CBS, Fox, Charter, Sinclair and many more.

With over 300 Global Clients, we have a reputation for developing solutions with the latest technology enabling our customers lead and compete in today's dynamic and fiercely competitive market.

300+
CLIENTS

10
SOFTWARE
SOLUTIONS

AOS


ONTARGET


ONAIR®


OPERATIVE.ONE®


SIMS


MEDEA


NESTOR


IBMS


BROADWAY


MEDIAPRO

OPERATIVE / leading ad management technology

With over **\$10B in digital ad revenue** and **\$45B in global TV ad revenue** flowing through the systems, Operative supports the largest media order management tools on the planet.

MORE THAN
1,000
EMPLOYEES

8
REGIONS
WORLDWIDE

MORE THAN
20
YEARS IN THE INDUSTRY

300+
CLIENTS

20,000+
USERS



More integrations and industry partnerships than any other OMS.

- Dozens of API Connections including Rate Cards, CRM, Inventory, Audience & more.
- First to market in Converged Connected Sales and Agency RFP Automation
- Linear, Print, and TV OMS Systems



OPERATIVE / The company we keep around the world



TV AD MANAGEMENT



DIGITAL AD MANAGEMENT



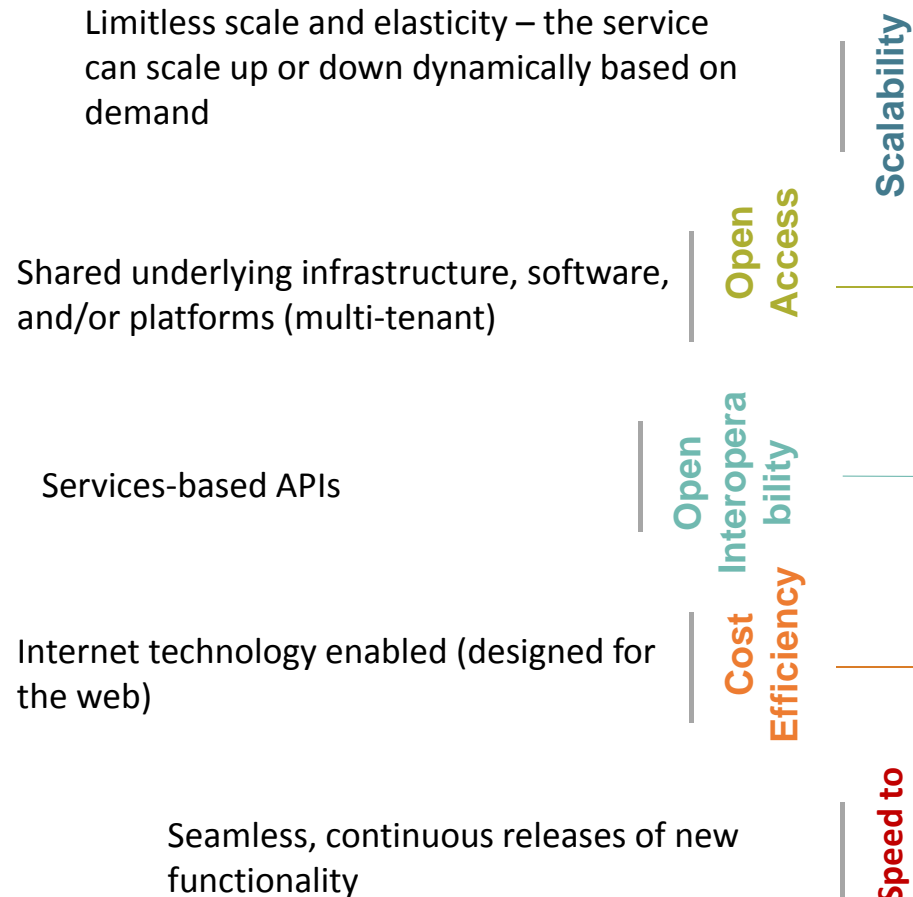
RIGHTS AND SCHEDULING

Operative is institutionalizing these principles throughout

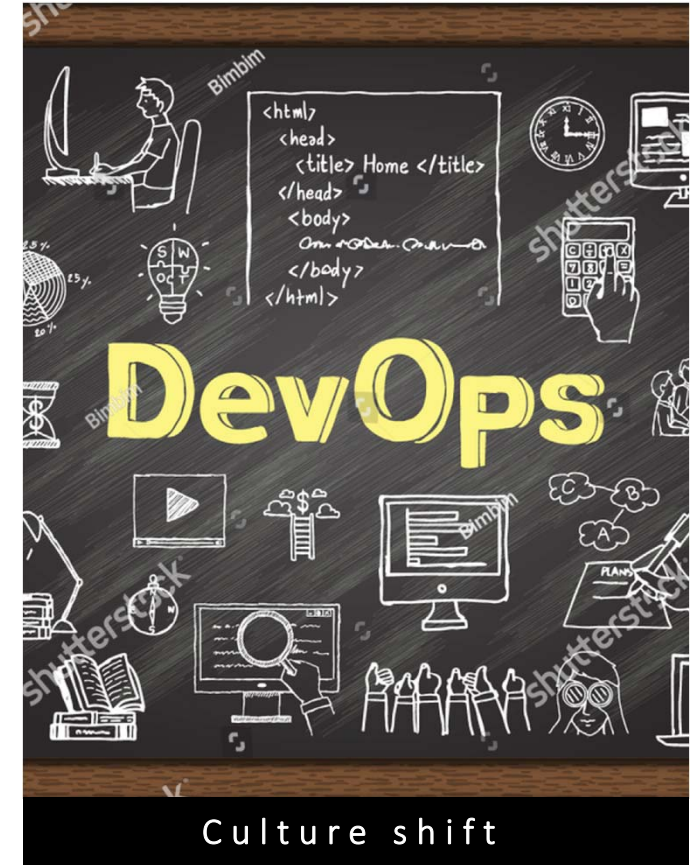
Architectural – Microservices

Organizational – DevOps

Operational – CI/CD



OPERATIVE / Development culture



OPERATIVE / Our Technology stack

Application Platform



Database



Micro Services



Zuul

Eureka

Ribbon












AWS Services



Data Pipeline



OPERATIVE / Our Software solution suite







Advertising Solutions


Content & Rights Solutions

Subscriber Management Solutions
Decision and Optimization Engine

integrations and industry partnerships

- Dozens of API Connections including Rate Cards, CRM, Inventory, Audience & more.
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OPERATIVE / Company background and history

- Over 20 years experience in both the Linear TV and Digital industries
- Created in 2016 when SintecMedia (Linear market leader) and Operative (Digital market leader) brought together by Francisco Partners (leading global PE firm)
- SintecMedia had previously acquired products from several other companies like Pilat Media (IBMS), Argo Systems (Medea/Nestor), Broadway Systems (Broadway), and MediaPro

OPERATIVE

>operative

 SintecMedia


PilatMedia

ARGO
SYSTEMS


BROADWAY SYSTEMS

Operative is offering a large scale of benefits for our employees:

- Private medical Insurance
 - Hybrid Work Model: 1 day/week in the office
 - Operative University [Udemy for Business, unlimited access]
 - Extra leave days – for your birthday, Operative days & seniority in the company
 - Unique Operative awards for our employees
 - Performance related bonuses
 - OpWell program – Operative's wellbeing program
 - Celebrating our employees – seniority / birthday, special events
- And many others

Join us and discover all the perks in Operative!