

# 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

Limitless scale and elasticity – the service can scale up or down dynamically based on demand

Shared underlying infrastructure, software, and/or platforms (multi-tenant)

Services-based APIs

Internet technology enabled (designed for the web)

Seamless, continuous releases of new functionality

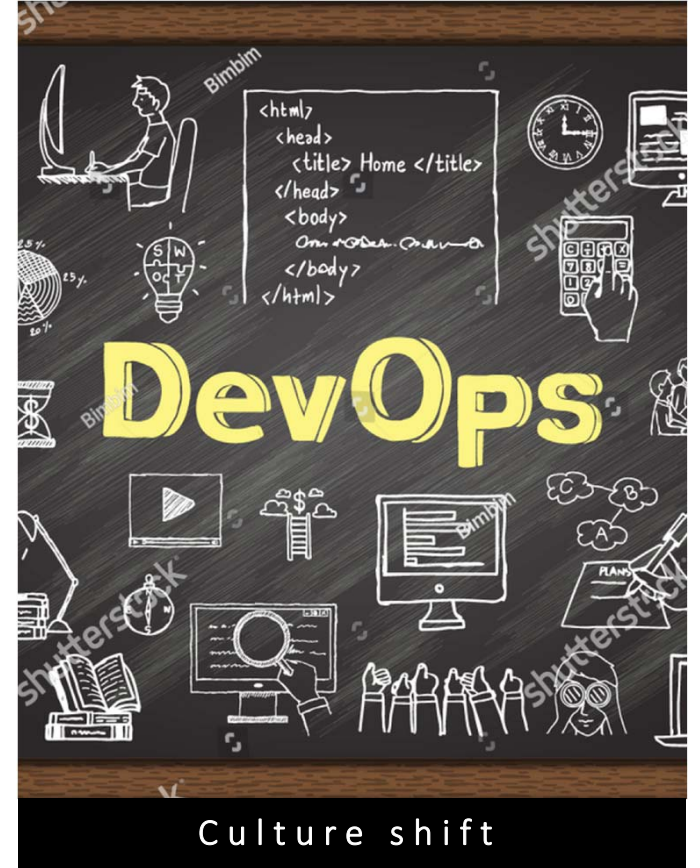
Open  
Cost  
Interopera  
bility  
Efficiency  
Access

Scalability

Speed to  
Market



**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

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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!