



Headquartered in West Palm Beach, Paxson Communication needed to launch the Seventh largest Broadcast Network on August 31, 1998. To streamline its operations Paxson needed a PC based traffic system that could accommodate a consolidated traffic and accounting model, and eliminate the need of multiple AS/400 in each of its 72 broadcast television stations.

Moving to a client / server design was only a part of the required operations features. The ability to provide a multi-channel / multi-station operation was vital in streamlining the business. Optimal Solutions, Inc. accomplished the following operational benefits by moving forward its consolidated traffic system. Paxson has run its business with the following advantages and features for over five years.

- Elimination of redundant data entry at station level (22 hours of programming per day).
- Integrated Log for each station. Being able to compare breaks while working the log thus scheduling spots becomes more effective and efficient (providing advertisers with better separation and fewer competing product conflicts) without re-working the station log.
- Stations are working live logs simultaneously with the Network. The Network fills all local breaks. Unsold local breaks would require no additional labor.
- "Master Log" at each station provides Master Control with one log to follow instead of two, thus allowing them to watch Paxson network air rather than jumping log to log.
- Programming file requires Network security clearance for station to override Network Programs/Time Periods.
- Shared Client File (Advertiser & Agency) allows Paxson Credit and Collections to set and monitor credit limits & aging for all National business, allowing more control.
- Combined Financial Reporting- every aspect of reports is available by Network, Station Group, Cable, or any combination desired. This feature allows the company's Finance Department the capability of pulling all reports at any time without station involvement.
- Shadowing- This feature gives for a management, trainer, or OSI technician the ability to view another person's OSI screen simultaneously. This feature is ideal for training purposes and trouble shooting.
- Shared system would permit Network or another station to perform functions for another station in emergencies.

Not only has Paxson streamlined its operations but has allowed departments to take advantage of consolidated reporting tools.