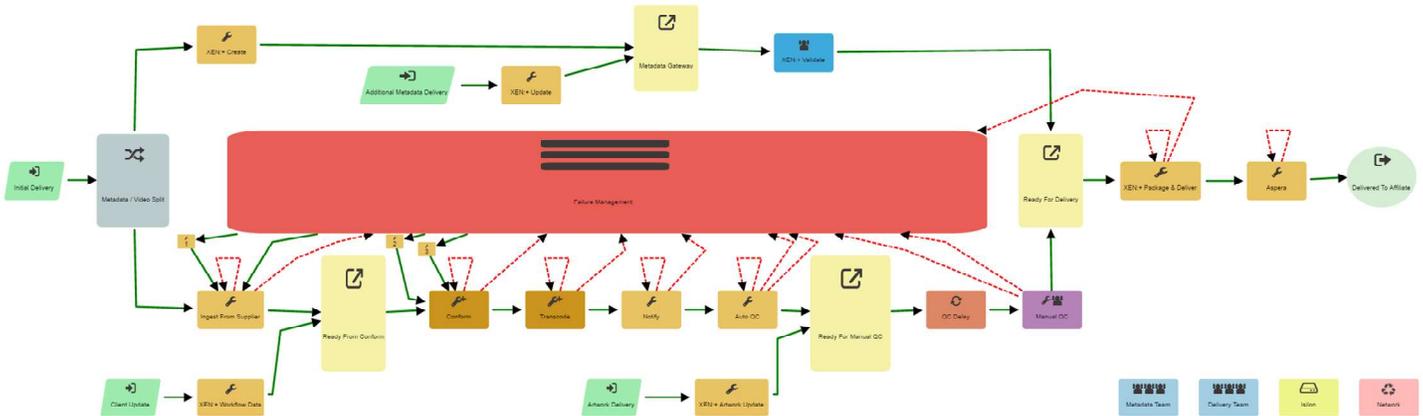


**Powerful simulation modelling toolset designed specifically for the Media & Broadcast industry featuring graphical reporting, extensive flexibility, and powerful, user defined workflow optimisation...**



**XEN:Sim helps media businesses to model & optimise existing or planned environments and workflows in order to test various business or technical scenarios and identify bottlenecks, issues or opportunities**

### Problem Resolution?

Do you recognise any of these problems, and have they been hard to diagnose or fix?

- When are we going to start generating revenue?
- How do we know our technology / process design or RFP / bid response is viable?
- Why, when we added more people didn't the job get done quicker?
- How come the server takes so long to do that job, we added extra memory and storage and it still made no difference?
- The Ops Team said we'd be able to cope with that large new client, but now everyone's service levels are dropping.
- Why does it look like people are sitting around doing nothing – what are they waiting for?
- We removed that item of kit as capital was tight. Why can't we fulfil increased translation needs now?

XEN:Sim is a brand new software package which enables users to simulate complex business and technical environments to resolve these issues.

### So what is XEN:Sim?

XEN:Sim has been specifically designed for media and broadcast, and is the first of its kind in this market.

XEN:Sim's modules and connectors are designed to accurately mimic installations with technical components and functions such as encoders, ingest stations, transcoders, storage arrays, networks, and QC stations.

Resources and processes can also be defined at a detailed level, enabling accurate tracking of resource types and usage, staffing levels, rotas and shifts, and related costs.

The intuitive UI allows users to drag and drop modules onto the design palette, to add workflow connectors between modules, and to define data supply and behaviour configuration. Large data sets can be imported.

Data validation on input ensures that the model will run, adding to the ease of the user's experience.



## XEN:Sim guarantees growth prediction, future requirements, revenue & profit/loss calculations

A simulation model can be run with different timescales, input data sets, resource levels and failure scenarios, and the results graphed and compared.

XEN:Sim graphically identifies areas where changes could radically reduce costs, improve efficiencies, increase utilisation of equipment, or manage resourcing levels. Make a change, run the simulation again, and XEN:Sim will quickly identify the next set of improvement opportunities!

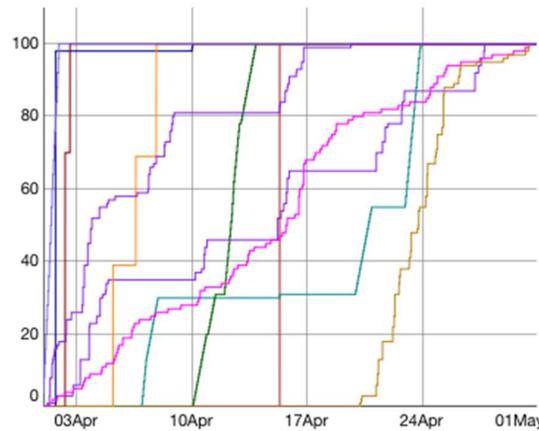
Or use XEN:Sim's powerful optimization features, which are user defined, to prioritise cost optimisation, revenue, resources, infrastructure, or essence processing time and delivery, among others.

### What can XEN:Sim model?

Typical areas modelled using XEN:Sim include:

- Resource levelling for non-linear essence and metadata processing and delivery
- Transcode farm scaling, optimizing throughput for 4k assets
- Overall storage requirements for a technical facility
- Ingest workflow optimization to design viable / sustainable shift patterns and resource allocations
- Large video file transfer scheduling over bandwidth limited or volume constrained networks

### Delivery Client Profiles



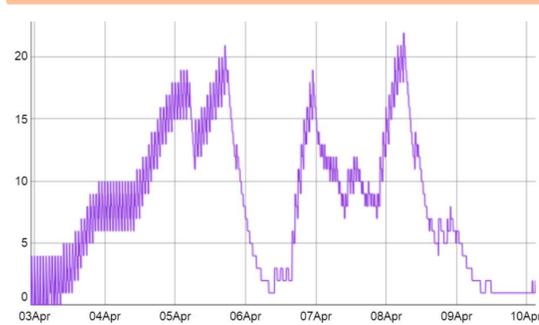
### Technical Features

Model data is stored within a specially designed database structure specifically to deal with the enormous amounts of data required to support complex iterative calculations and scenario modelling.

Graphing functionality is based on a complex set of specialised algorithms, enabling graphs to be rendered and zoomed accurately.

XEN:Sim runs on standard web browsers and is desktop OS agnostic.

### Queue Profile Identifying Bottlenecks



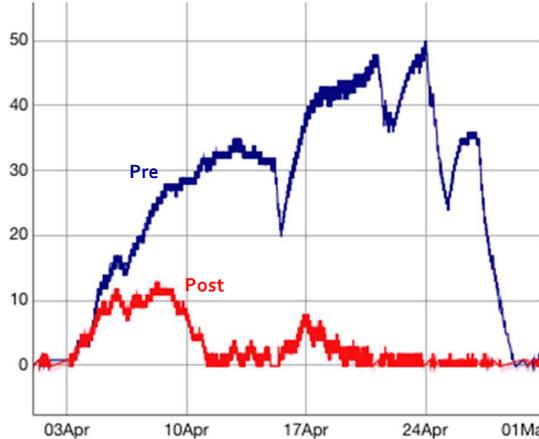
### Operating Systems

XEN:Sim is cloud delivered but can also run on local Windows or Linux instances

### Who benefits?

Any CEO, COO CTO, CIO or user responsible for a business, department, technical platform, or delivery process can easily and quickly model & optimise different scenarios, validating processes, technical workflows & designs plus headcount assumptions

### Pre & Post Optimisation Comparison



XEN:Sim has consistently proven how it can quickly help you identify business opportunities, and generate significant efficiencies and savings.

Additionally, XEN:Sim provides a competitive edge on offers & RFP responses using dynamically generated Rate Card.

### Contact Us

Contact us today at [xensim@three-media.tv](mailto:xensim@three-media.tv) to arrange for an on-site or online presentation

