



# Spectra DS

## The platform for unparalleled insight and control of traditional media across the entire lifecycle.

In a fast-changing environment, you need a vast infrastructure to handle operations and spend with efficiency, intelligence, and effectiveness across all teams. Spectra delivers the critical workflow automation, data management, access, and controls you need to meet your clients' goals. Offered as a SaaS model, you can get a maximized solution at the lowest operational costs.



### EASY MANAGEMENT OF THE ENTIRE MEDIA LIFECYCLE

- Complete set of tools to research, buy, manage, and derive intelligence – across TV and video, radio and digital audio, print, OOH, and more
- Seamless integrations with partner solutions across supply, tech, ad server, and data vendors offer tailored solutions for your business needs
- Leverage complementary solutions for digital media, ad delivery and trafficking, and time and cost



### MAXIMIZE YOUR WORKFLOW EFFICIENCY

- All activities are streamlined and automated so teams can focus more on client strategic planning
- Manage budget across all media channels and platforms through a simplified buying process
- Electronically manage RFPs, proposals, order revisions, in-flight optimizations, and insertion orders
- Sync with media sellers through DARE, REDI, and XML



### MORE FINANCIAL OVERSIGHT, CONTROL, AND BUSINESS INTELLIGENCE

- Manage your financial data and control spend
- Media management is synced to bill/pay and reporting, giving greater insight into agency-wide activity -- on a granular, holistic, and auditable level
- Comprehensive, real-time reporting and access to data allows you to easily track and analyze cashflow and sequential liability
- Month-end reconciliation and financial reporting for client profitability

### TAILORED SUPPORT AND SERVICE

- Leverage industry expertise to better customize your systems
- Full service support with account management, support, and training teams to address your specific needs
- Complete Disaster Recovery and Business Continuity
- Mediaocean University is available 24/7, with documentation, self-paced eLearning videos, pre-recorded webinars, and live classes online, on-site at your office, or at our training facilities
- Get instant support while working in the system with Chat