



**For Immediate Release**

## **Media Aspects of InterDyn AKA and S4M – Solutions for Media Announce Partnership to Provide World Class Broadcast Management Solution**

**New York, NY — February 4, 2010 —** Media Aspects/InterDyn AKA a leading gold certified reseller and implementer of Microsoft Dynamics-based solutions and S4M – Solutions for Media - a world-wide provider of software solutions for the television broadcasting and media industry announced a partnership today in which the two companies will collaborate to create a world class broadcast management solution. Media Aspects/InterDyn AKA's Ad Sales and Billing solution, DynamicsADvantage combined with S4M's unique Microsoft Dynamics AX-based solution, Dynamics Media broadcast management solution, integrates natively with a world-class ERP system. The collaboration is grounded in both companies' commitment to technological innovation and user experience for broadcast companies.

As part of the relationship, S4M and Media Aspects/InterDyn AKA will be the premier solution provider for the North American television broadcasting market, Dynamics Media and DynamicsADvantage will provide increased profitability, lower cost of ownership, and improved end-to-end business management.

"Our collaboration with S4M is about bringing our technology to one of the fastest growing areas in the media industry and working with true innovators in broadcast management," said Mitra Hooman, Managing Director of Media Aspects. "We believe broadcast companies will welcome DynamicsADvantage and S4M's Dynamics Media product's combined strengths for a truly unique and necessary solution. Small, medium and specialty broadcasters can no longer afford the high costs associated to SAP/Oracle – but also need a holistic, more integrated approach to ERP and operations, with campaign management, program planning, asset management, licensing, inventory and traffic combined."

"In Media Aspects/InterDyn AKA Solutions for Media has found a perfect partner with long-standing industry experience, market knowledge and an established network" says S4M's CEO Manfred Heinen. "Together, we are now positioned to deliver a world-class solution that allows broadcasting companies to understand and manage their whole business through complete and transparent ERP. We are very happy to welcome Interdyn AKA as an important partner to S4M."

This partnership grew out of the need for a solution to help broadcasters contend with a diversified industry that requires traditional broadcast companies to upgrade their solutions and systems to better meet new challenges. Shrinking revenues call for more efficient operations and consolidation requires better integration of business management.

Broadcast companies will benefit from the solution with the ability to

- manage unique complexities and challenges around billing, revenue recognition and forecasting;
- enable their subsidiaries' efficient operation with best-of-breed broadcast management;

- extend the solution to corporate and individual needs on an open platform to reduce the cost of acquisition and ownership by consolidating and aggregating information into one system for easy reporting and monitoring.

“We are excited to see two of our leading partners for media business management solutions in the media and entertainment industry collaborate to create an end-to-end solution for managing the media business, including ad sales and billing,” says Rainer A. Kellerhals, global media & entertainment solutions lead for the Communications Sector at Microsoft Corp. “The solution allows media companies to benefit from the comprehensive functionality, adaptability and extensibility of the underlying Microsoft Business Solutions, while at the same time providing the media-specific extension required for business functions such as license acquisition, program planning and ad sales. The Microsoft platform allows employees to work with familiar tools such as Microsoft Office and leverages our customers’ existing investments in Microsoft products and solutions.”

#### **S4M – Solutions for Media GmbH**

The Cologne-based Company S4M – Solutions for Media, a subsidiary of Arvato systems and RTL Television, develops and distributes specialized software solutions for the broadcast and new media industries. Customers in 30 countries around the world use S4M systems for commercial airtime sales, video content management, program planning, rights licensing, ratings evaluation and production planning. S4M also offers customers professional consulting services based on its experience and knowledge of media and information technology.

#### **About InterDyn AKA/Media Aspects**

For more than a decade InterDyn AKA has been one of the country’s leading Microsoft Gold Certified Partners providing Fortune 500 clients with superior delivery, implementation, service and support of Microsoft Dynamics offerings such as Microsoft Dynamics AX, Microsoft Dynamics GP and Microsoft Dynamics CRM in addition to SharePoint for collaboration and business intelligence.

In recent years, InterDyn AKA has carved out a strong niche in the media and entertainment industry, retaining a number of high-profile companies, an ever-expanding roster that has grown impressively year over year. Out of their extensive interaction with their media clients, Media Aspects was formed in 2007 to develop integrated solutions such as DynamicsADvantage that serve the unique needs of this changing industry.

DynamicsADvantage fully integrates with Microsoft Dynamics business solutions and provide a comprehensive solution for companies that have complex revenue recognition and billing needs. For more information about DynamicsADvantage and InterDyn AKA, visit <http://www.dynamicsadvantage.com> and <http://www.interdynaka.com>

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#### **For additional information:**

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