



## FOR IMMEDIATE RELEASE

### **ProConsultant Informatique expands its North American presence with a major US sale for its LOUISE™ Business Management Solution (BMS)**

**Metz (France) – April 2014** – Earlier this year, ProConsultant Informatique (PCI) closed a significant deal with BYU Broadcasting (BYUB), the broadcasting arm of Brigham Young University, which is located in Provo, Utah in the greater Salt Lake City area. LOUISE™, the flagship Business Management System from PCI, is fully managing content for BYUB's 7 channels which are broadcast to 53 million homes in the US and additional millions internationally in 3 different languages.

BYUB partners with independent producers from around the world to create and distribute values-based programming that appeals to its ever-expanding audiences.

LOUISE™ is a fully integrated BMS for multi-screen content providers. It's the ideal solution for content providers looking to streamline their processes in an industry where new models and devices keep emerging. Louise manages assets across platforms (linear and non linear) and fluidly interfaces with many surrounding applications typically found in media operations.

By acquiring LOUISE™ as their end-to-end BMS, BYU Broadcasting also chose PCI as a long-term partner to assist them in the ongoing evolution and improvement of their workflow operations. Indeed, the implementation of a BMS is a great opportunity for them to gain perspective, analyze the bigger picture and shape a new 'future-proof' organization through a brand new set of business processes and an optimized allocation of resources.

ProConsultant Informatique (PCI) already had a strong North American presence, prior to making a strategic decision to open a branch office in Atlanta two years ago. *"We have been present in Canada for more than 15 years with many customer references,"* explains CEO Hervé OBED *"We've also had a steady attendance at NAB as well so we already had a strong North American sensibility. But we realized that to stake our claim in the US we'd eventually need a permanent set up here. Two years ago we made a strategic decision to open an office in Atlanta. And now that investment is bearing fruit."*

The specifications of BYU Broadcasting included many requirements for multi-platform distribution, as BYUB's Brandon SMITH, CTO explains: *"BYU Broadcasting deals with a lot of incoming and outgoing media on a variety of distribution platforms. We needed to find an IT solution that would allow us to manage all of those processes in a unified fashion to better maximize all of our media across all possible outlets. ProConsultant Informatique (PCI) was one of the few companies we found that shares our vision that all these different workflows are really one cohesive*

*system. Our interest in their Louise product revolves around its ability to centralize all of the information about our media along with the tools to execute all of the primary business functions related to the creation, acquisition, distribution, and archiving of media."*

The technical management at BYUB took its time to make an informed technical decision. Hervé OBED remembers: *"Many detailed meetings and workshop presentations had been organized. Their team visited our offices in France they make in-depth visits to three of our clients. We are extremely proud that BYU is now part of our growing client base. Their deliberate and professional approach has helped to build our mutual trust."*

## **About BYU Broadcasting**

BYU Broadcasting is home to Brigham Young University's educational broadcast channels. This includes BYUtv, BYUtv International, BYUtv Global, KBYU Eleven, BYU Radio, Classical 89 KBYU-FM, and Create TV. Households worldwide are able to access BYUB's programming via cable, satellite, the Internet, mobile and OTT devices. BYU Broadcasting's channels are available to over 53 million homes in the United States and millions more internationally, including English, Spanish, and Portuguese channels of BYUtv International.

BYU Broadcasting is a service of Brigham Young University, one of the largest private universities in the world, and is based on the main campus of the university in Provo, Utah. As a service of Brigham Young University, BYU Broadcasting accesses a rich and talented student base in every aspect of its operations and strives to involve and mentor students from disciplines across the campus.

BYU Broadcasting aims to inform and enrich audiences by acquiring, creating, and distributing programs that reflect the values of Brigham Young University and its sponsoring institution, The Church of Jesus Christ of Latter-day Saints, and the shared values of good people of all backgrounds and faiths.

## **About ProConsultant Informatique**

ProConsultant Informatique, based in Jouy-aux-Arches, France, develops state-of-the-art management software for media organizations. The company's flagship business management software LOUISE™ and its advertising sales solution CINDY™ are enterprise offerings that streamline workflow processes with maximum control and access to information and metadata for management, data exchange, analysis, and reporting. With more than a decade of experience and a proven track record in nearly 260 television and multimedia organizations worldwide, ProConsultant Informatique exemplifies excellence in innovation and performance. For more information, please visit [www.proconsultant.net](http://www.proconsultant.net).

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