

CLARUS

go hands free

Managing and processing residuals information for commercials aired in network, cable and spot media is complicated. These transactions originate from a variety of sources—a media-buying company, the advertising agency, or Talent Partners itself—and often involve manual entry and re-entry of unpredictable volumes of data in multiple formats. Clarus is designed with this complex flow in mind, transforming a highly hands-on task into a virtually hands-free, error-free operation.

Clarus—the electronic pipeline for all your network, cable and spot residuals information.

on-the-spot transactions

Clarus moves residuals data through a highly automated electronic pipeline, delivering information from the DDS local TV and radio and national TV traffic systems directly into the Talent Partners payroll system. This innovative application analyzes the incoming data against business rules, determines if and when residuals are required, and quickly advances the request for payment.

With no manual entry necessary, Clarus eliminates redundant and lost paperwork for the many players involved in processing residual payments—and more importantly, the risk of costly delays and human error. Clarus also quickly checks the residuals data to avoid double payments and ensure the accuracy of each transaction. Moreover, with its ability to easily scale, the application can maintain both speed and accuracy even when activity is at peak volumes.

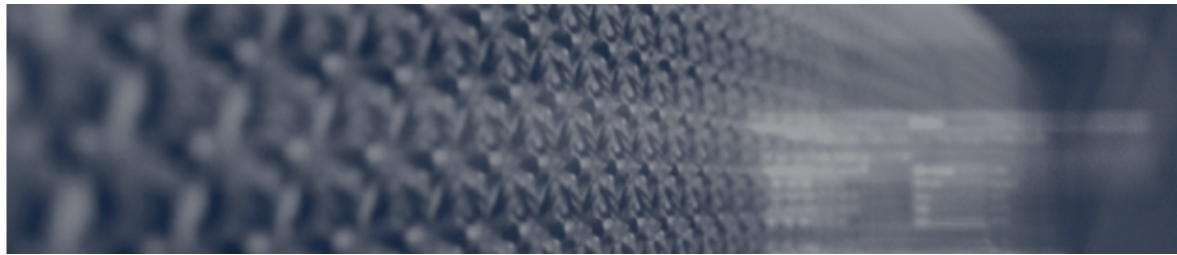


filling in the details

Clarus provides Talent Partners clients a direct path to more efficient operations.

By automating residuals information processing, this application ensures—

- **Faster payment processing.** With residuals data flowing right from the DDS systems to Talent Partners, users are able to verify and generate payments much more quickly.
- **Tighter quality control.** More than simply a conduit from one system to another, Clarus imposes business logic along the way to determine the appropriate next step. The application keeps tabs on a variety of residual challenges including issues of broadcast lag, current market cycles and non-airs. This ensures against the possibility of multiple or inaccurate payments and other expensive errors.
- **More efficient allocation of resources.** Clarus reduces tedious paperwork at each and every touchpoint involved in managing and processing residuals data. The application thus relieves some of the many demands on staff so that they can attend to other critical matters.
- **Greater peak capacity.** As an electronic pipeline, Clarus has the flexibility to accommodate sharp ups and downs in residuals payment activity. With this scalability, Clarus eliminates the need to monitor and manage swings in residuals volume.



bringing added intelligence to the supply chain

Clarus is one of the essential building blocks in the technology Talent Partners is developing to make your business processes ever more efficient. To learn how this application will speed the hand-off of your spot, cable and network residuals information, give us a call.



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