**Granite Release Fortifies Xytech's Media Operations Platform™**

**for Managing Content Production**

*Xytech strengthens its Media Operations command center to manage all assets, people, resources, and facilities*

**Chatsworth, California — December 20, 2022** — To continue to strengthen and expand its Media Operations Platform™, [Xytech](http://www.xytechsystems.com/) has released the Granite version of its industry-leading Platform. Xytech’s new and improved Media Operations Platform™ is a vital resource for end-to-end media production, making it the only platform media teams need to manage all assets, people, resources, and facilities. The newest update, announced earlier this month and showcased on a [webinar on December 8th](https://www.xytechsystems.com/winter-22-release-webinar/), provides 400+ new and improved features with customizable feature sets.

With over 14,000 hours of product development work dedicated to the latest software update, the Media Operations Platform™ drives media creation by aligning the workforce and supporting the on-time delivery of content, as well as encouraging future media development.

Xytech’s customers can take full advantage of the platform for managing people, equipment, resources, facilities, and logistics with the Granite release. With enhancements and additions to our APIs and integrations such as OpenID, Azure AD, MS Exchange, Google Calendar, MS SharePoint and many more, media production teams no longer need to switch programs while completing critical tasks, as Xytech enables them to work in a single platform to trigger workflows, saving time, and increasing productivity.

**Newest Addition — Long-Term Planning**

Long-Term Planning is the newest addition created for Granite. Through Long-Term Planning, resource capacity and demand can be tracked, reported, and compared, providing companies with greater visibility into their media pipelines.

“The key benefit Long-Term Planning brings to the media production lifecycle is that it offers a real financial value to media teams who have dispersed staff and need clear visibility of their resources,” states Xytech’s Chief Product Officer, David White.

“The application allows teams to streamline resource planning by generating demand by group, resource, projects, jobs and orders by type. This, in return, simplifies and consolidates views and functionality, making the Media Operations Platform™ a powerful operational solution that helps media companies to plan, develop and deliver content seamlessly.”

To experience the Media Operations Platform™ please request a demo, <https://www.xytechsystems.com/demo-request/>.

Explore how the Media Operations Platform can help your media team scale at xytechsystems.com.

*Hi res images available for download from* [*https://gasolinemedia.jalbum.net/Xytech\_Granite\_Release\_Availability\_PR/*](https://gasolinemedia.jalbum.net/Xytech_Granite_Release_Availability_PR/)

**About Xytech**
Xytech provides media, operations, and production teams with a Media Operations Platform that helps them scale by efficiently managing people, resources, and assets on time, on budget, and on schedule. Media teams have one command center to manage all assets, people, resources, and facilities in one view. Xytech’s Media Operations Platform delivers the most comprehensive platform, with the most expertise, with the deepest integrations. Over 400+ global customers like CBS, FOX, and Sony run their media production on the Xytech Media Operations Platform. For more information, visit [xytechsystems.com.](http://xytechsystems.com/)

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