**5stream Remains Firm at the Forefront with Xytech’s MediaPulse**

*Australian streaming solutions and broadcast services company upgrades to the leading comprehensive Resource, Work Order and Asset Management solution*

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**Melbourne, Australia, February 21, 2022** — When global streaming provider 5stream needed a configurable solution to streamline their scheduling and resource management, they quickly discovered MediaPulse was the perfect fit. Selected for its robust and flexible architecture, 5stream deployed Xytech’s MediaPulse to streamline the operations of their Broadcast Services division.

“5stream is a rapidly growing business. We previously relied on a homebrew system of Google Calendars, spreadsheets and custom CSV scrapers to manage over 1000 events each month,” says Mitchell Kalika, General Manager at 5stream. “With increasing resource requirements and complexity across all our jobs, our existing system is no longer suitable, and we needed a solution to streamline our operations. Enter MediaPulse! MediaPulse allows us to effectively book and manage the large quantity of work, and helps streamline and visualise complex broadcast workflows to reduce setup time for our MCR and Presentation operators.”

**Looking to the Future**

MediaPulse Transmission is an additional solution the team plans to implement to better visualise 5stream’s complex workflows and assign operators and MCR staff for non-automated jobs.

“MediaPulse’s main calling card for us was the ease of centralising all our various scheduling and resource management systems into one single point of truth, and reduce the time required to onboard new operators and get them up and running. With our previous system, it could take up to six months, given how the information was distributed,” explains Kalika. “As a cloud-first company, the cloud based SaaS model works well with our ethos of remote operation. MediaPulse allows more flexibility and provides support from the Xytech staff, if needed.”

“We were impressed with the MediaPulse product,” Kalika continues. “We feel it’s a great fit for our operation in general, particularly the flexible ownership pathways with SaaS, cloud-hosted, on-prem, outright payment and other nice additions that we look forward to discovering and implementing with MediaPulse.”

Tanya Kelly, Xytech’s Managing Director APAC, was instrumental in supporting 5stream to on board MediaPulse.

A person taking a selfie

Description automatically generated with medium confidence“With over 1000 sporting fixtures a month to stream, MediaPulse’s import facility is going to be invaluable to upload a fixture list and auto-create work orders in the system, saving 5stream a huge amount of regular data entry effort,” Kelly says. “MediaPulse is perfect to streamline 5stream’s operations, and its subscription model fits well with the company’s capex objectives. MediaPulse will also schedule the 5stream staff and manage their customer contracts.”

“Tanya has been absolutely fantastic to work with, and has guided us to see the positive impact of MediaPulse, and we're excited to put the new platform into action!” concludes Kalika.

*Hi res image available for download from*

**About Xytech**

For more than 30 years, the world’s premiere media companies have depended on Xytech to run their businesses. MediaPulse is the only end-to-end solution for the complete content lifecycle. MediaPulse provides scheduling, automation, asset management, billing and cost recovery for broadcasters, media services companies and transmission facilities in a scalable platform-independent solution.  In April 2021, Xytech acquired the ScheduALL brand of enterprise resource management software for broadcasters and media companies, providing end-users with an even more robust product roadmap and greater global service offerings. For more information, visit [xytechsystems.com](http://xytechsystems.com/).

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