



Automation

Pioneering the Future of Order-to-Cash Automation for Media Brands

SOLUTION

Order-to-Cash Automation for Media Brands

SERVICE

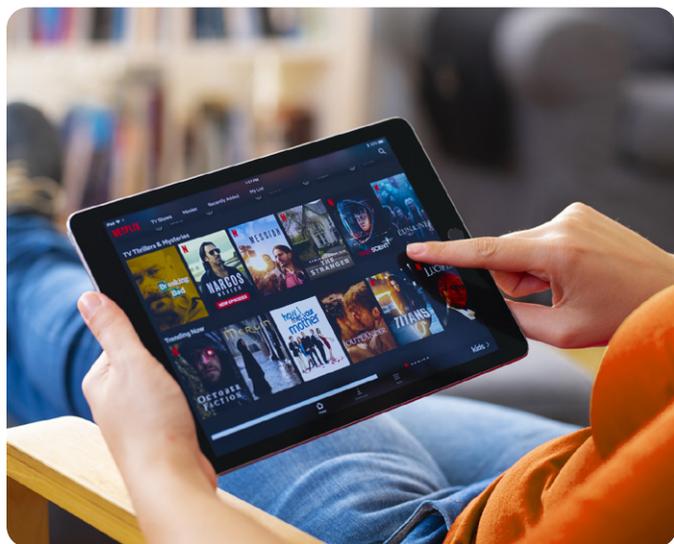
Automation

VERTICAL

Publishing, Media & Entertainment and Streaming

Bringing Order to Cash Into the Digital Age

The **Order-to-Cash (OTC)** process is vital to a company's bottom line as it is how a business receives, manages, and completes orders. However, most businesses are still struggling to get the most out of their OTC systems because they rely on manual tasks that are costly, time-consuming, and error-prone. These tasks have become even more arduous as the digital ad market has grown, creating an urgent need for optimization via automation, particularly in markets that rely heavily on OTC workflows for recognized revenue.



The Challenge Facing Media Brands

Because most streaming companies use advertising as a monetization model in addition to a subscription-based service, the media marketing industry is in dire need of campaign scalability. Order volume is out-scaling manual elements of existing processes — particularly in companies with an ever-growing daily volume of short-lived ad placements. At the same time, broadcast networks are leveraging affiliate websites to monetize their content through paid advertising, adding to the urgency for streamlined AdOps and OTC processes across the media and entertainment market.

Optimizing OTC Today, Building the Monetization Processes of Tomorrow

Theorem's innovative automation solutions help some of the world's biggest media, entertainment, streaming, and publishing brands streamline and future-proof their OTC processes. In addition to eliminating manual data entry, reducing error margins, and increasing productivity and scale, our custom automation services enable publishers and media marketing companies to speed up their order cycles and grow revenue faster.



Partner With a Flexible, Full-Service Marketing Solutions Provider

To learn more about how our team can help you enhance your business's OTC processes, visit us at theoreminc.net.

Digital challenge?
We have your solution.