

## KOBA Show 2012: WHY ETERE

Etere MERP is a total software solution able to connect and manage the complete lifecycle of a Media/IT company. Discover our MERP solution at KOBA show!



Etere logo

### Our product

ETERE MERP (Media Enterprise Resources Planning) is the edge of broadcast technology, it combines in one single framework all the necessary without integration problems and with outstanding performances and real-time updated metadata.

MERP is the approach that is going to replace all the traditional architectures, it is able to turn your workflow "smooth and intelligent" since it is the most effective solution to perform each one of your business processes under 100% software single framework.

Upgrade your business to an ETERE based one-single-solution empowered with best overall performance, lower cost of ownership, guaranteed result and best support. This single but complete product guarantee you the best accumulated performances and the most simple integration.

Our covered solutions includes MAM, IT Based Payout, Automation, Air Sales, News, Archiving, Indexing, Scheduling, BMS, Web Integration, Tapeless Reception.

## THE COMPANY

Do you need a stable Company without ownership or continuously core people changes?

Etere is the right company for you!

Etere was born as on the far 1980 so it's actually a company with more than 30 years on the go!

The company was born from the ingenious of young people willing to build something important.

The starter (and current director) of this story was Mr. Fabio Gattari, he grouped other boys who -like him- were in love with computers, and all this...in a garage!

Then, after many sacrifices and efforts, determination and intelligence, the story of the company has been successfully taken forward, thus building something important. A proof of this is the company which is currently formed by more than 30 people.

In order to remain independent, our management team decided to run the company without any venture capital. This decision was based on long-term thinking, but to counter short term instability, we operated in an extremely cost efficient way (a working practice retained to the present day).

Since its beginning, Etere has always anticipated the needs of the broadcast market, promoting new researches for the development of its software solutions. The 40% of the company's turnover is annually invested in its Research and Development department.

Etere is aware of the importance of continuously searching and developing new ideas to be implemented into its own products, otherwise, an illusory ecstasy may bring the company to a deadlock status since we all know that when company processed slow down it becomes very difficult to get out and turn competitive again.

We never close one year with loss, we always operated at a profit and reinvest this directly back into the company.

We are not only management and staff owned, but in financial terms a very stable company.

Our strategy was been winner! Think about the actual economic situation in the broadcast market, in few years all companies have suffered some changes!

Actually, we produce and sells software targeted to television stations. In few years, our company has become not only an important realty but one a reference model since Etere is one major companies in the worldwide market and the first one in the Italian market!

