



**FOR IMMEDIATE RELEASE**

**ProConsultant Informatique announces the integration of its  
Business Management Solution (BMS) LOUISE™ with the VimBiz  
Broadcast Resource Management Solution**

**Jouy-Aux-Arches, France – April 07, 2016** - The BMS LOUISE definitely imposes itself as the backbone of content providers within the media industry. As a real « Information System », the solution is designed to implement and optimize business processes proper to each company, from content acquisition and rights management to distribution, in either a linear or digital multi-platform environment.

Extremely modular and robust, the BMS LOUISE provides a centralized and dynamic management of medias (source) as well as metadata (technical, operational and business) relating to the content, and offers a set of Modules and extremely rich and flexible capabilities, along a high-performance automated task manager.

LOUISE plays a key role within the Media Company's ecosystem, by ensuring the overall management of business processes. The solution has been designed to fully integrate all the business systems linked to its environment. This approach helps streamline and automate all business processes of the company, in order to optimize costs and increase productivity.

In this context, PCI wants to continue its approach to integrate its BMS LOUISE with other leading systems on the market by partnering with the Canadian company Vimsoft, creator of the Broadcast Resource Management solution VimBiz.

This integration between BMS LOUISE and VimBiz, operating as part of a dedicated module, will allow to synchronize the information of the necessary planned resources (human and technical) related to the tasks to be performed by the company.

"Our business in Canada and North America has led us naturally closer to Vimsoft, which is a major provider of Resource Management solutions in the Americas. We are confident that this partnership will promote the commercial development of our two companies, and the productivity of our customers, which remains our primary objective," commented Hervé OBED, CEO of PCI.

With already more than thirty partners, PCI therefore extends the availability of its ecosystem to its customers and the market. LOUISE perfectly integrates many solutions or market technologies through Business API's, and this ecosystem continues to grow for the benefit of content providers.



The new Module will be showcased at NAB. PCI will assure the VimBiz solution integration within the LOUISE BMS, and with the accompanying necessary services soon after NAB, in partnership with Vimsoft.

### **About ProConsultant Informatique**

ProConsultant Informatique, based in Jouy-aux-Arches, France, develops state-of-the-art management software for media organizations. The company's flagship business management software LOUISE and its advertising sales solution CINDY are enterprise offerings that streamline workflow processes with maximum control and access to information and metadata for management, data exchange, analysis, and reporting. With over 19 years of experience and a proven track record in nearly 280 television and multimedia organizations worldwide, ProConsultant Informatique exemplifies excellence in innovation and performance.

For more information, please visit [www.proconsultant.net](http://www.proconsultant.net)

### **About Vimsoft**

Vimsoft, a Canadian corporation, is dedicated to providing leading-edge solutions to the broadcasting and media industry by developing innovative information management software that structures and integrates business workflows. Vimsoft is celebrating 12 years of success thanks to a long list of satisfied clients and a team with a wealth of experience in developing information management software solutions for the broadcasting sector.

The VimBiz solution addresses critical resource management needs relevant to broadcasting and media companies. The complex business workflows within the broadcasting sector require several integrated solutions, and the VimBiz suite provides a set of powerful tools that enable better-informed decisions to be made, efficiencies to be gained, and bottom lines to be improved.

For more information, please visit [www.vimbiz.com](http://www.vimbiz.com)

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