

# OPTIMIZING COMPLEX OPERATIONS



## » CEITON Company Profile

Founded in 2000, headquartered in Leipzig, Germany and with offices in Los Angeles/USA, CEITON develops new technologies and integrates these as valuable software solutions for business clients.

**CEITON's** main product **Web Workflow PPS** is the leading management system in the media and entertainment industry (M&E) and is used for production planning and control by modern, process-orientated clients. The system improves the flow and structure of production processes, enabling companies to produce faster and more economically, to improve quality, to react to changes, and simply to be better informed. The CEITON Web Workflow PPS system is unparalleled in that it maps simple service procedures, as well as complex and dynamic production processes, using an interactive 3D visualization engine.

**CLIENTS:** Large clients in the M&E space include Sony DADC, Red Bull Media House, A+E International, Warner Bros. and First German Television (MDR). However, our solution is so flexible that many small (e.g. with just ten employees) and mid-sized companies have installed the system in order to take advantage very quickly. In addition, many well-known companies outside the M&E industry rank amongst our customers including Raytheon, General Dynamics, Neckermann, ZF Friedrichshafen, Development Bank of Saxony (SAB), and many more.

**UNIQUE SELLING PROPOSITION:** CEITON is the only company worldwide providing a classic production planning and controlling system (PPS) combined with process-related workflow management functionalities. With this, a company's production/service provision is managed and planned administratively, yet can also be controlled and performed in workflows for employees and machines, that can be modeled freely and optimally. Additionally the most up-to-date and patented technologies were developed as a foundation, which makes the system extremely flexible and configurable, 100% web-compatible and so on. Therefore, the three-part name for the solution is composed of its key capabilities: 'Web Workflow PPS'. Professional consulting and implementation services complete the service offering and enable delivery of fully functioning solutions for virtually every task or requirement.

**CEITON** – that means efficiency through organization.

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