



BTF CONSULTING





ENTERTAINMENT INDUSTRY MANAGEMENT CONSULTANTS :::: PROJECT MANAGEMENT AND APPLICATION DEVELOPMENT SERVICES

BTF Consulting is a leading entertainment industry management consulting practice. The firm is an independent provider of IT consulting services specializing in project management, staffing support and application development services. The firm's principal has been engaged by companies and organizations operating in media and entertainment, financial services, commercial software, state and local government and health care.

Many corporations have trusted their most important projects to BTF Consulting with very successful outcomes. Current and recent clients of the firm include 20th Century Fox, MGM, The City of Los Angeles, CBS, Paramount Pictures, Accenture and NBC Universal.

The rise and acceptance of smaller consulting enterprises is due to the depth of qualified professionals now available outside of the traditional large consulting firms. In addition, the recent adjustments that have taken place in the economy have prompted many organizations to closely examine the value they are receiving from their consultants related to new IT projects and on-going efforts.

As a boutique consultancy, BTF Consulting is able to provide an unmatched level of service to its clients. Projects are managed using the firm's Diriger project control methodology. Staffing is executed in a real-time cost effective manner via a sizeable network of experienced professionals. In addition, the principal of the firm is a PMP and Agile certified consultant with a six sigma green belt who manages at both the tactical and strategic levels to ensure that projects satisfy all the objectives of the client company from end-user acceptance to senior management satisfaction.

Thank you for your time and consideration.



BRIAN FINEGOLD

BTF Consulting is managed and operated by Brian Finegold, the principal consultant and managing director of the firm. Mr. Finegold is a PMP certified project manager with 19 years of information technology experience as both a consultant and senior manager within large corporations.

The work of the firm is primarily concentrated in the media and entertainment practice area. Mr. Finegold has also managed successful engagements for software development companies, health care organizations, the financial services industry and government agencies. As a certified Agile ScrumMaster, projects are managed with a sensitivity towards the client's inclination for traditional or iterative methodologies.

Professional affiliations include being a member of the Academy of Television Arts and Sciences, a member of the Project Management Institute and a former Corporate Advisory Board member to the Technology Managers Forum. Mr. Finegold is also a six sigma green belt with a specialization in information technology.

Mr. Finegold received his undergraduate degree from the University of California at Los Angeles. He conducted his graduate studies within the business school of Sacramento State University where he specialized in the masters of science program in information systems.

CLIENT LIST

- 20th Century Fox
- Metro Goldwyn Mayer
- City of Los Angeles
- NBC Universal
- CBS
- Accenture
- Paramount Pictures
- Universal Studios
- Kaiser Permanente
- Warner Music Group
- Electronic Data Systems
- Hollywood Rentals
- Farmers Insurance
- Cap Gemini Ernst & Young
- Warner Bros.
- Turner Broadcasting
- Symantec



Diriger Project Control Methodology

DATA SHEET



The Diriger project management framework allows for defined project control and quantitative management reporting. The Diriger structure yields the data necessary to understand the status of a project in manageable terms that are unambiguous and effortless to communicate.

BTF Consulting designed the easy to use Diriger methodology as a practical way to leverage sophisticated project management principles across organizations of all types and sizes. The Diriger framework enables project managers to manage project work in unequivocal terms. It allows executives to supervise and report on project status with clarity and precision. All without the need for expensive, complicated and difficult to configure commercial software.

The Diriger Software

The Diriger reporting framework can be easily configured to enable any combination of the following measurement components:

Timeline Context - A method of overlaying the major business centric milestones of a project against associated IT development milestones. This produces an executive view of both project timeline parameters coupled with the project's success factors in a chronological fashion.

Project Metrics - The bottom line metrics of the project such as burn rate, overall development velocity, testing efficiency, estimate to complete, and other important data are displayed in an intuitive manner to aide in decision making and the communication of project status.

Modification Level of Effort - A quantitative reporting of the significant development activities and their corresponding level of effort (LOE). The LOE's are listed in priority order and are measured at each defined milestone such as analysis, development and testing. The LOE's are aggregated and summed in a number of different ways to present multiple views of the data. Completion status is also presented in order to evaluate progress vs. effort at every milestone.

Modification Life Cycle - A listing of all application modification activity including, but not limited to, anomaly investigation, defect correction, enhancement request and special project activity. The completion status of all modification efforts are presented in a color coded continuum representing all phases of the agreed upon systems development lifecycle (SDLC). This view of the data allows the reader to analyze all project modification activity quickly in relation to its progress throughout the SDLC or Sprint.

Resource Near-Term Assignments - An analysis into the working assignments of project staff viewed on a near-term time horizon. The assignment status gives the ability to quickly discern what the project team is working on and what they are scheduled to do next. The report also displays status for prior activities.

Resource Loads - A measure of full time equivalent (FTE) resource loads provided on a periodic basis along with costing and other measures included. The measurements are compared against budgeted values in order to obtain performance metrics against plan.

Environment Status Map - A comprehensive diagram of all supported environments for a given project. The diagram lists each environment being utilized with such meta data as Primary Use, Master Data Set, Date Created and Retired, Access Parameters and Data Volatility Expectations.

The Diriger methodology is fully compliant with the Project Management Institute's (PMI) Project Management Body of Knowledge in addition to supporting ANSI Earned Value Management standards. The framework also supports Agile principles such as burndown charting, backlog grooming, story sizing and application lifecycle management systems such as Redmine and Trac.

Why employ a project control measurement methodology?

Large complex projects require sophisticated measurement in order for management and project sponsors to have a clear view to the status of the project. Status reports and team meetings are simply not adequate to manage all the dimensions of a large project. The Diriger reporting framework cuts through the noise that inevitably attaches itself to large projects and establishes a number of unambiguous quantitative measuring points.

Diriger allows you to know "what's going on" at all times during the project without having to continuously track down project managers and key team members - only then to have to listen through unstructured narrative simply to attempt to gain some understanding and status relative to the critical aspects of your project.

It is difficult to avoid risk when you don't see it. Diriger promptly exposes risks by presenting the project's status data in explicit and factual terms.



The ability to configure the Diriger measurement models so they conform to the control processes of the application model and the culture of the company that is implementing the solution is a key tenet of the process methodology.

The Diriger framework places a premium on simplicity. Getting the job done with minimal complication is important. The primary activities of the project team are straightforward. The team must build software, track its progress and test what they have built. Diriger does not impede this process but supports it by providing meaningful information not only to management and project sponsors, but to the development team as well.

KEY FEATURES AND BENEFITS:

- Supports the complete testing process including planning, requirements management, building, the scheduling and execution of tests, defect management and project status analysis.
- Allows your team to make quality decisions based on business risks and priorities. Integrates with a wide range of third-party applications, preserving existing investments and creating an end-to-end quality management infrastructure.
- Enables your team to analyze application readiness at any point in the development process through meaningful report metrics.
- Provides analysis and decision support tools to help analyze application readiness and appropriateness for end user deployment.
- The framework allows managers to make and communicate well informed decisions with unequivocal factual data to support their position. This data is available ad-hoc and on a user defined periodic basis with trend thresholds.

Get the most from your software development effort

BTF Consulting provides high quality software services that address all aspects of your project management measurement needs. With Diriger, you have access to a modular, standards based, multi-platform project control framework coupled with an entertainment industry experienced consulting organization. The wide range of the firm's expertise is listed below:

- Television Sales and Availability
- International Theatrical Distribution
- Rights Management
- Intellectual Property Management
- Participations and Residuals
- Dubbing and Subtitling Management
- Element Distribution and Archiving
- Television Distribution Accounting
- Post Production Management

TOOLS REQUIRED:

The Diriger framework requires and supports the Microsoft Office suite of applications including the Project and Visio products. In addition to utilizing the above products, it is helpful if the project team uses an application lifecycle management product to create, edit and memorialize work items.



For an overview of BTF Consulting services, visit: www.btfconsulting.com/services.php

To learn more about BTF Consulting, a leading independent provider of consulting, project management and application development services to the entertainment industry, visit: www.btfconsulting.com/company.php



BTF Consulting Successfully Integrates Artist Payments System

BTF Consulting manages project to successfully integrate and deploy a studio created participations and residuals system for a major television broadcaster.

For further information, contact:

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FOR IMMEDIATE RELEASE

LOS ANGELES, CA – JANUARY 20, 2009 – BTF Consulting Inc., an entertainment industry management consulting practice, today announces its leading role in the successful deployment of an enterprise wide artist payments system for a major broadcast network.

In less than twelve months, BTF Consulting successfully customized and deployed the enterprise wide application for the broadcasting company. The application, created by a major media conglomerate, required a number of modifications and enhancements in order for the application to conform to the broadcaster's specific requirements and business practices. BTF Consulting supported the staffing of the project and managed all facets of the implementation from initial acceptance testing events through to successful deployment.

The broadcaster is now using the full functionality of the system to generate and obligate artist statements along with a full suite of supporting schedules. Testimonials from the client organization are available upon request.

About BTF Consulting

BTF Consulting, Inc., an entertainment industry management consulting practice, is a leading independent provider of consulting, project management, staffing and application development services to the entertainment industry. BTF Consulting is headquartered in Thousand Oaks, California and also maintains an office in Santa Monica, California. For more information, please visit www.btfconsulting.com.

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Note to editors: If you are interested in viewing additional information about BTF Consulting, please visit the BTF Consulting website at <http://www.btfconsulting.com>.





ENTERTAINMENT INDUSTRY MANAGEMENT CONSULTANTS :::: PROJECT MANAGEMENT AND APPLICATION DEVELOPMENT SERVICES

BTF Consulting Provides Information Technology and Decision Support Services to Value Major Entertainment Property Loss

BTF Consulting, working in association with Von Johnson & Associates, provided application development expertise and staffing support to enable the valuation of entertainment materials destroyed in a studio back-lot fire.

For further information, contact:

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FOR IMMEDIATE RELEASE

LOS ANGELES, CA – FEBRUARY 16, 2009 – BTF Consulting Inc., an entertainment industry management consulting practice, today announces its leading role in working with a consortium of insurance companies to adjust a large insurance claim related to a back-lot fire that occurred at a major motion picture studio.

BTF Consulting successfully created custom applications to ingest large amounts of data provided by the studio in order to successfully evaluate the extent of loss and the cost of remanufacturing efforts. BTF Consulting staffed the engagement with experienced entertainment analysts and developers who worked closely with the other engagement partner to ensure the successful completion of the project.

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About Von Johnson & Associates

Von Johnson & Associates, Inc. is a niche-consulting firm focused on the media and entertainment industry. The firm offers technology expertise and is headquartered near Hollywood with access to world-class and globally connected consulting talent. For more information, please visit www.vjaconsulting.com.

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