



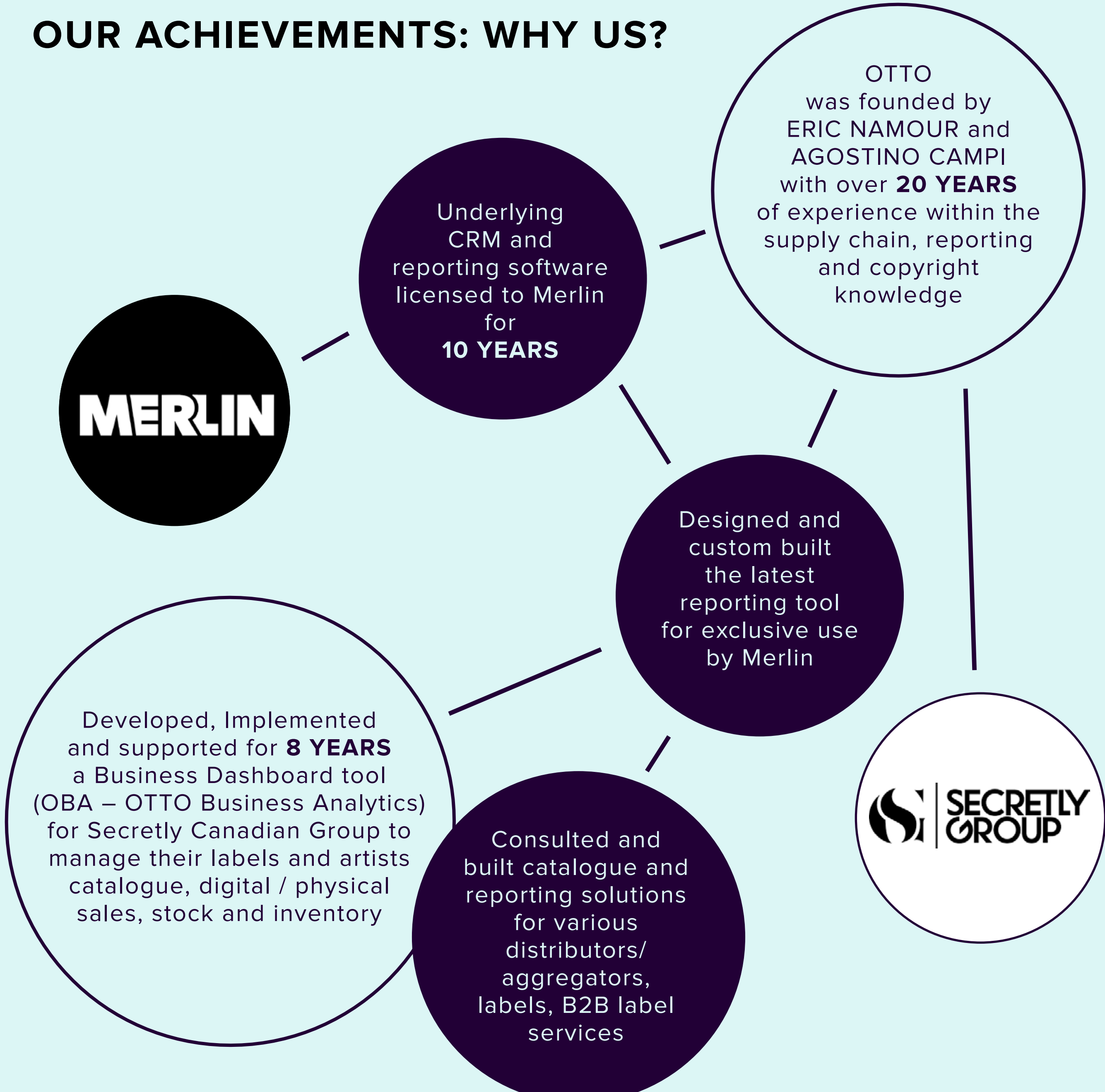
A Data Reporting & Analytics infrastructure systems  
and platform for the music industry

[www.ottomate.me](http://www.ottomate.me)

OVERVIEW : ABOUT US

During the past **10 YEARS**, OTTO has been in the forefront of technical development for the indies having designed, built and managed a bespoke data and financial reporting system and a full CRM system for Merlin Network, the global rights agency serving over 20% of the music industry, processing **OVER \$2BN** in revenues.

OUR ACHIEVEMENTS: WHY US?



# ABOUT OTTO'S SUITE

## OAS Otto As a Service

the core infrastructure/  
skeleton where all  
products, features,  
systems should be  
interconnected

## GLIDER OTTO's Backend

the database backbone  
which orchestrates the  
OAS features

## OTTO APP

The current OTTO tool  
simplified as a usage reports  
**IMPORTER, CATALOGUE  
AUDITOR and STATEMENT  
GENERATOR**  
[www.ottomate.me](http://www.ottomate.me)

## OBA Business Analytics tool

tool for aggregators to upload  
their **OWN (DIGITAL AND  
PHYSICAL) STATEMENTS** and  
provide **DASHBOARD ACCESS**  
to sub-labels and artists.

## OTTITO.IO

(The statement  
manager for labels)

tailored specifically for  
**DISTRIBUTED LABELS** to  
review and visualise their  
earnings and seamlessly  
generate artists statements.  
Currently integrated  
to 10 distributors.  
[www.ottito.io](http://www.ottito.io)

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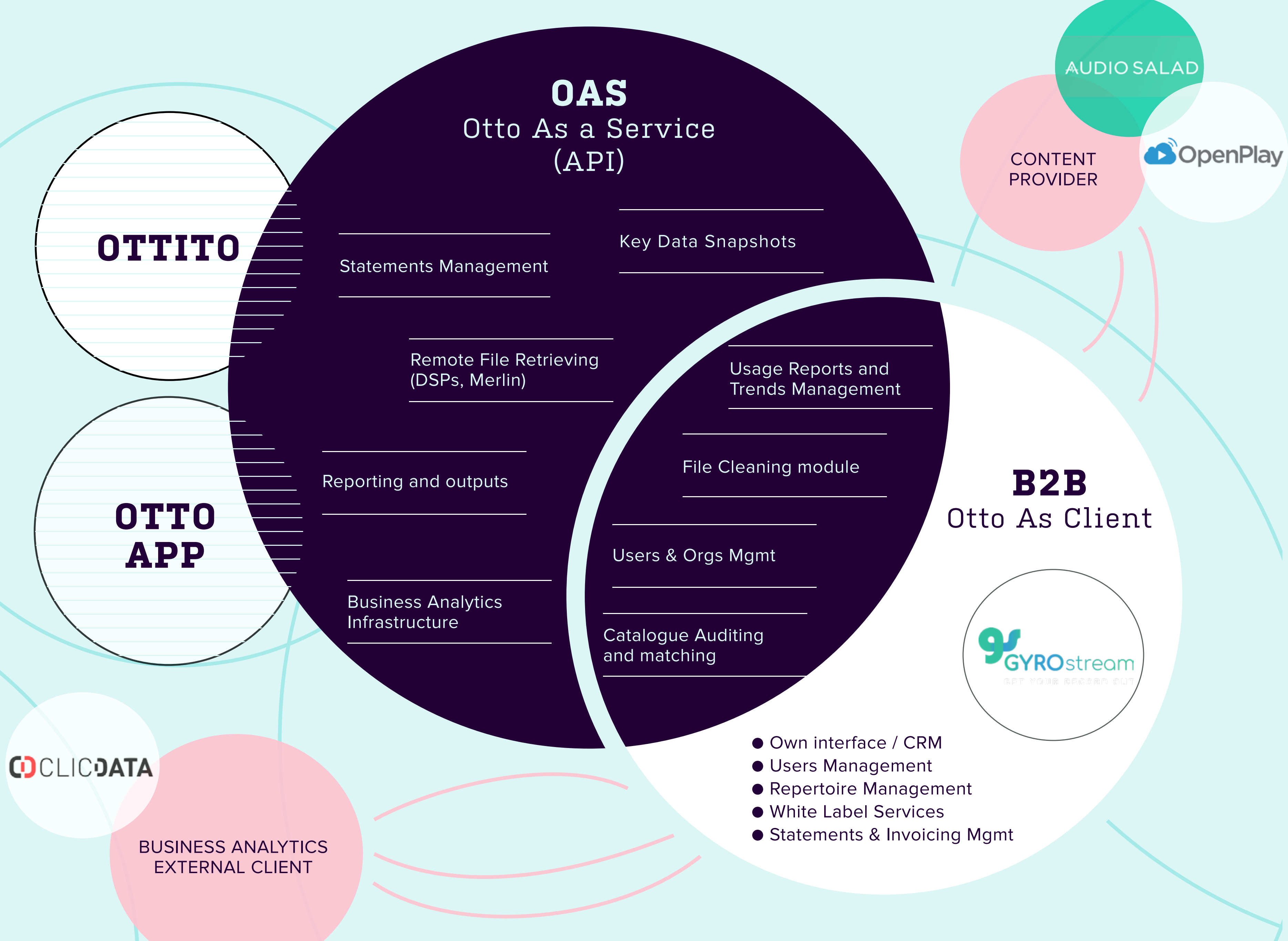
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# THE SUITE OVERVIEW

The OTTO Suite comprises of

- An overall System and code infrastructure (available via our API, ‘OAS’)
- Web-based Products / applications (OTTito, Otto App or OBA)

The following diagram shows the overall infrastructure and how it can support other companies systems / applications or use the entire system as a licenced products





## OAS: GENERAL OVERVIEW

Otto As a Service: ongoing development project which purpose is to have the overall system as:

A shippable product / series of modules which can be customized and further developed in-house with the relevant documentation and support to use the core code as a base

White label integration via its API (Application Programming Interface) to merge into external platforms or in-house systems (ref: OTTO web products)

The API allows customizability and the built-in UI accesses all data via the API. Anything available via the Interface could be reimplemented. Some functionalities include:

Flexible Account management system: users may invite collaborators with specific access to a designated part of the Catalog and corresponding Sales Data

Self Assignment of Accounts and Organizations to reflect any client's business requirements (including sub-organisations with limited roles and subsections)

Invite users to collaborate within an Organisation or Sub Organisation

# OAS: SOME KEY FEATURES



## KEY MODULES IN THE OTTO SUITE

Users can benefit from the following types of product and service features:

**Provide a monthly set of single Usage reports to retrieve one single CSV**

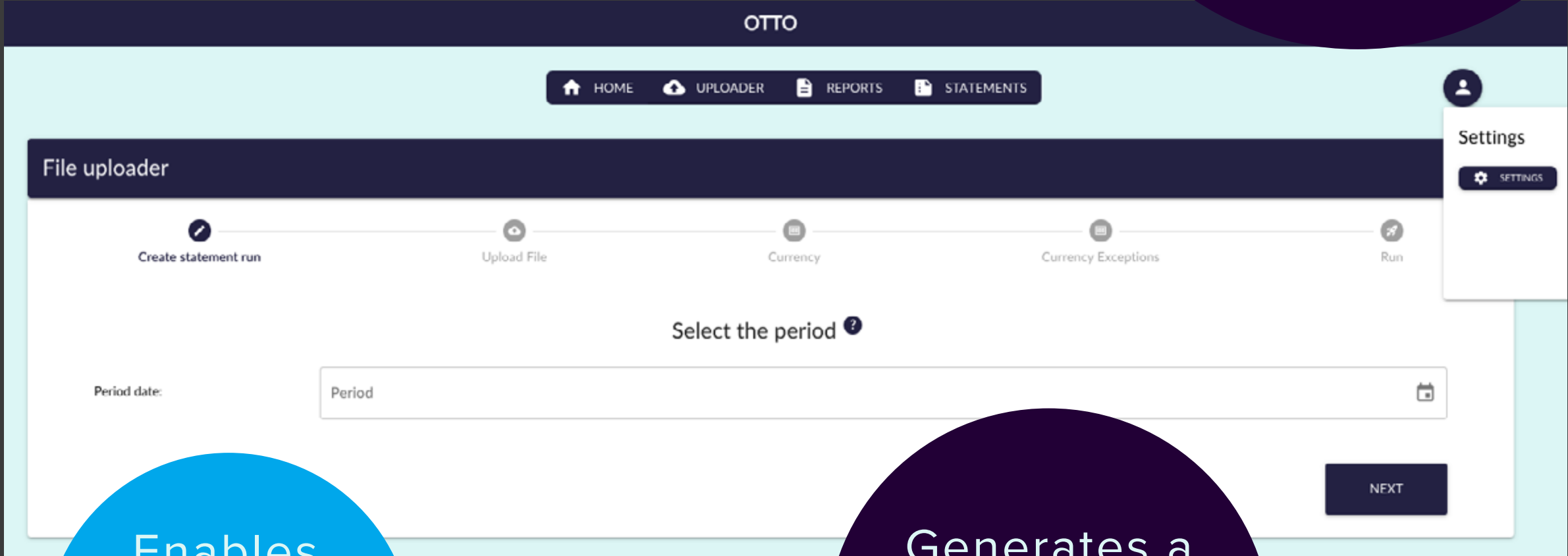
**As distributed labels, have a web application to ingest their distributors statements and automate artists statements (ottito app)**

- **FILES MODULE:** upload usage reports and trends files retrieved from Merlin or vendors (DSPs) FTPs. Automatically ingested, normalised and imported
- **CATALOGUE MODULE:** associated metadata can be viewed and searched. Integrated and Synched with Content Providers and repertoire management companies (eg: AudioSalad and OpenPlay)
- **REPORTS MODULE:** generation of CSV reports with the associated revenues data and expanded fields
- **STATEMENTS MODULE:** CSV or PDF details files and statements with data snapshots for labels and artists
- **BUSINESS ANALYTICS (BA) MODULE:**
  - Dashboard with key revenues snapshot
  - Graphs based on the following criteria

# (SOME) KEY OTTO FEATURES

## Settings page from OTTO

Retrieves automatically files from Merlin's members account and other DSPs FTPs to ingest usage reports

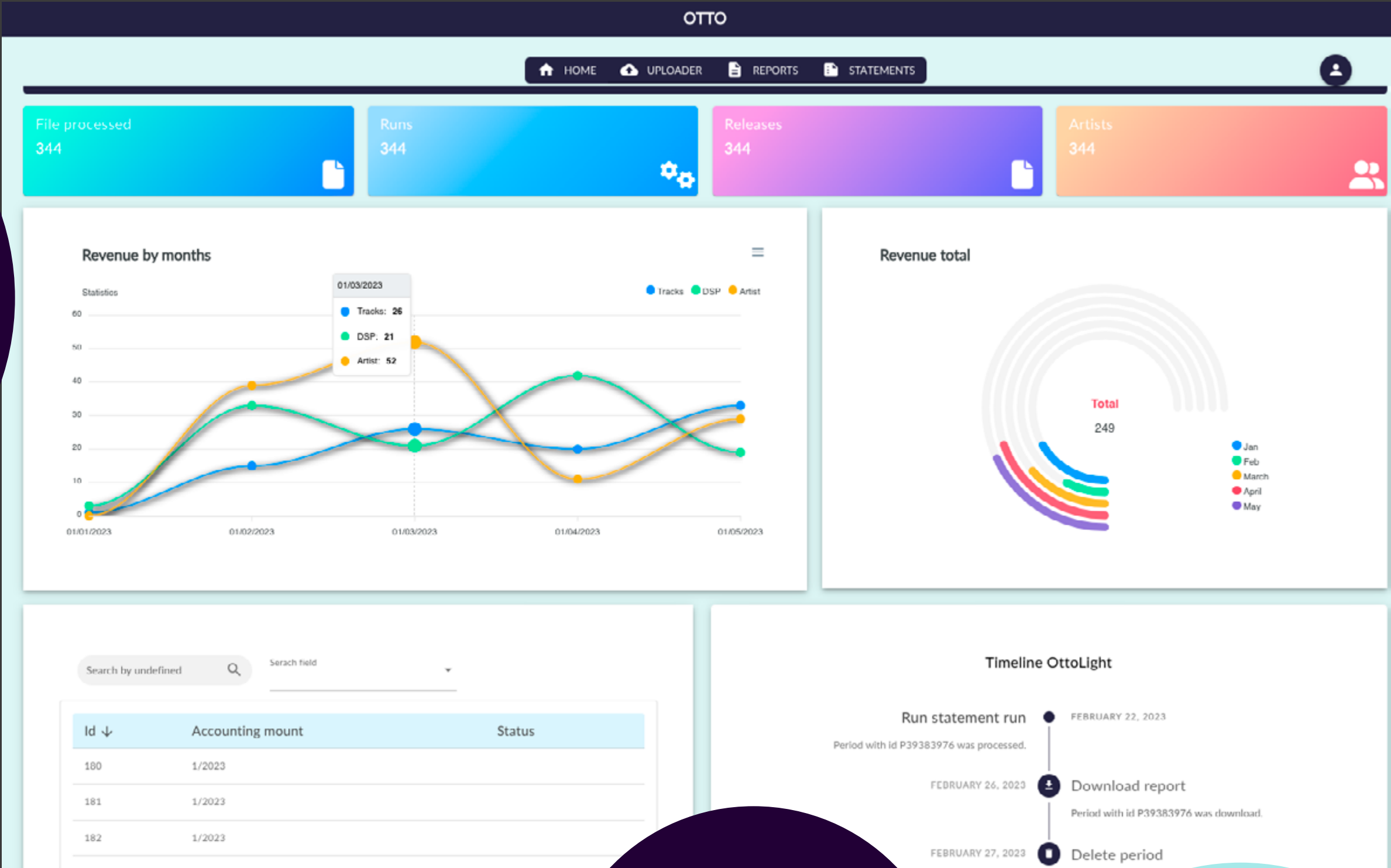


Enables manual adding of usage reports

With matching feature (resulting file of unmatched sales line)

Generates a normalised CSV summary output

Without matching (left to the client to do)



Send a download report link per statement run period

Generate statements in CSV and / or PDF per label in the given report



# OTTITO FEATURES

Review  
the resulting  
analytics of  
the given file  
and key  
snapshots



The 'Sales files' section displays a table with columns: #, File Name, Date, Status, Artists, Earnings, Period, and Rows. It also includes a sidebar with navigation links and a 'Latest activity' section.

#	File Name	Date	Status	Artists	Earnings	Period	Rows
1	DecemberKepach20220512	Invalid Date	PROCESSED	10	4555.000	2023/07/20	444
2	DecemberKepach20220512	Invalid Date	PROCESSED	10	4555.000	2023/07/20	444
3	DecemberKepach20220512	Invalid Date	FAILED	10	4555.000	2023/07/20	444

Upload  
a digital  
or physical  
sales  
reports

Auto Populate  
a catalogue  
from the sales  
source

View  
catalogue  
and related  
sales per  
artist

Generate  
artist  
statements

## WHAT THEY SAY ABOUT US

“Eric and the OTTO team have been a valuable partner for GYROstream since our launch in Australia 2018. As we have scaled into an international organisation and our royalties requirements became more complex, OTTO has provided transparent reporting and processing to ensure our artists are paid accurately and on time. Otto technology helps us connect our reporting with our other 3rd party providers to provide premium service to our customers.”

**ANDY IRVINE, CEO – GYROSTREAM**

“Eric and his team not only vastly improved the speed at which we were able to process, consolidate and calculate royalties, but also developed an extremely valuable interface that allowed us to manage hundreds of relationships in a centralised, intuitive way. To say it was transformative is an understatement: we never failed to meet our deadlines. The organisation seamlessly answered the rigorous needs of a demanding base of clients and members.”

**CHARLES CALDAS – FORMER CEO MERLIN NETWORK (2010-2020)**



THANK YOU