



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

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

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

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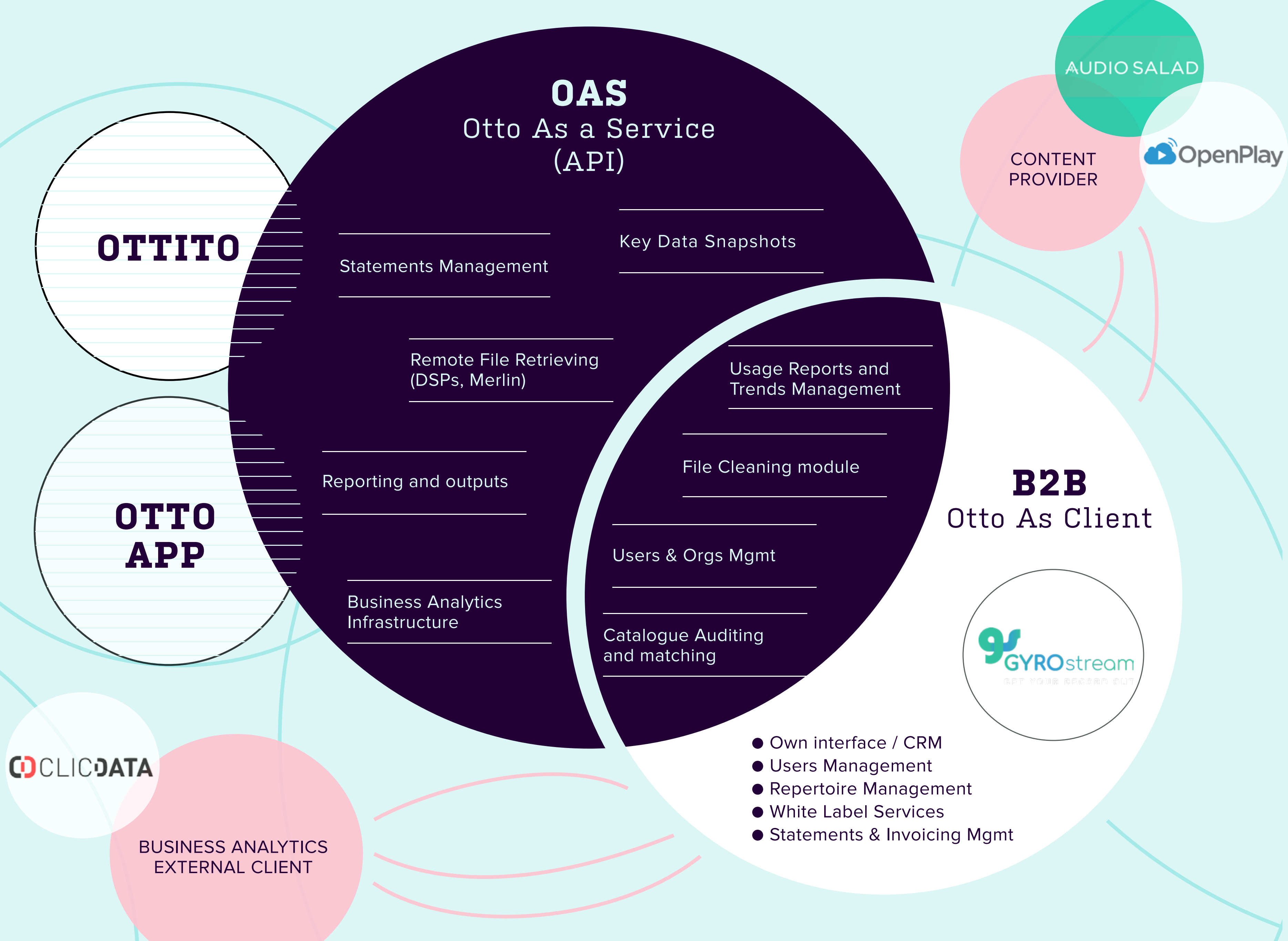
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THE SUITE OVERVIEW

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

Invite users to collaborate within an Organisation or Sub Organisation

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

Access to multiple Organizations allowing for cross-company collaboration and flexible teams can be managed within larger Organizations

OAS: GENERAL OVERVIEW

SOME KEY FEATURES

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

Accounts and Organizations can be setup to reflect any client's business requirements

White label integration via its Rest-API to be integrated into external platforms or in-house systems (ref: OTTITO)

Retrieves automatically files from Merlin's or other DSPs FTPs to automatically ingest usage reports

Organisations can have sub-organisations that allow limiting scope of Members roles to subsections of Catalogue and Sales Data

Generates a normalised CSV summary output

With matching feature (resulting file of unmatched sales line)
—
Without matching

Invite users to collaborate within an Organisation or Sub-Organisation

A single User account can have access to multiple Organizations allowing for cross-company collaboration

Send a download report link per statement run period

Analytics / Spotify API: retrieves key data and see graphs

As a Merlin member, Trends files are synched from the Wizard FTP account

Flexible teams can be managed within larger Organizations

OAS: GENERAL OVERVIEW??

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

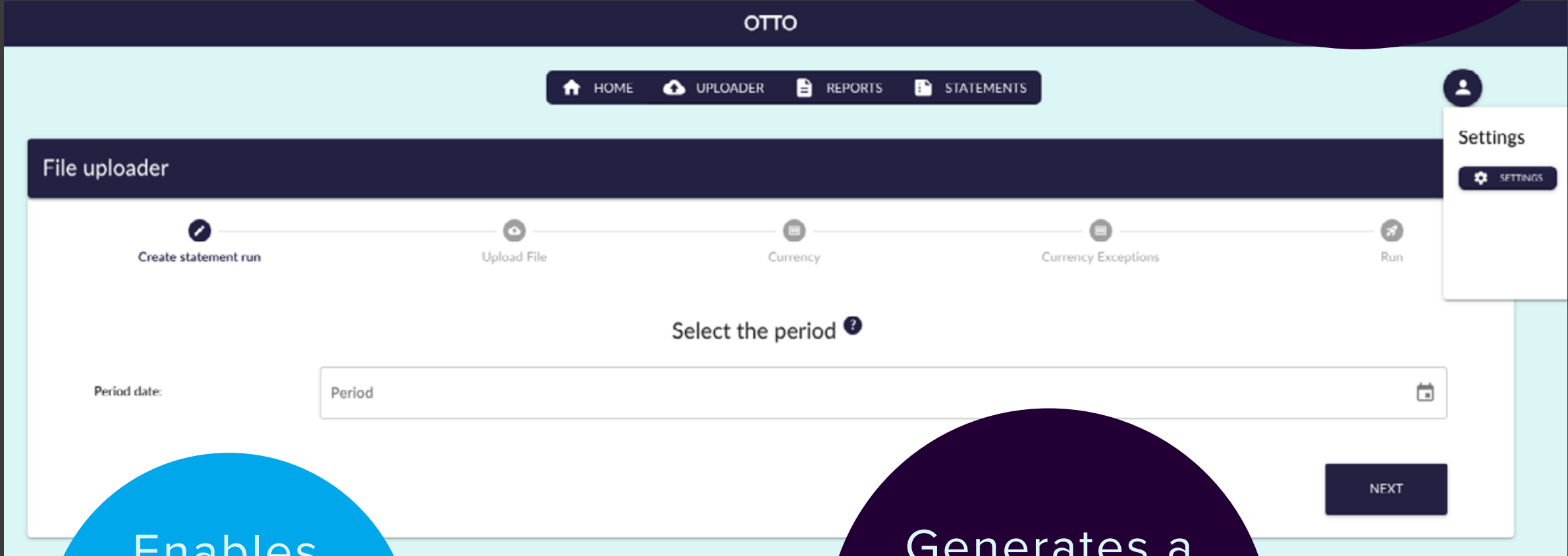
As distributed labels, have a web application to ingest their distributors statements and automate artists statements (ottito app)

- **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

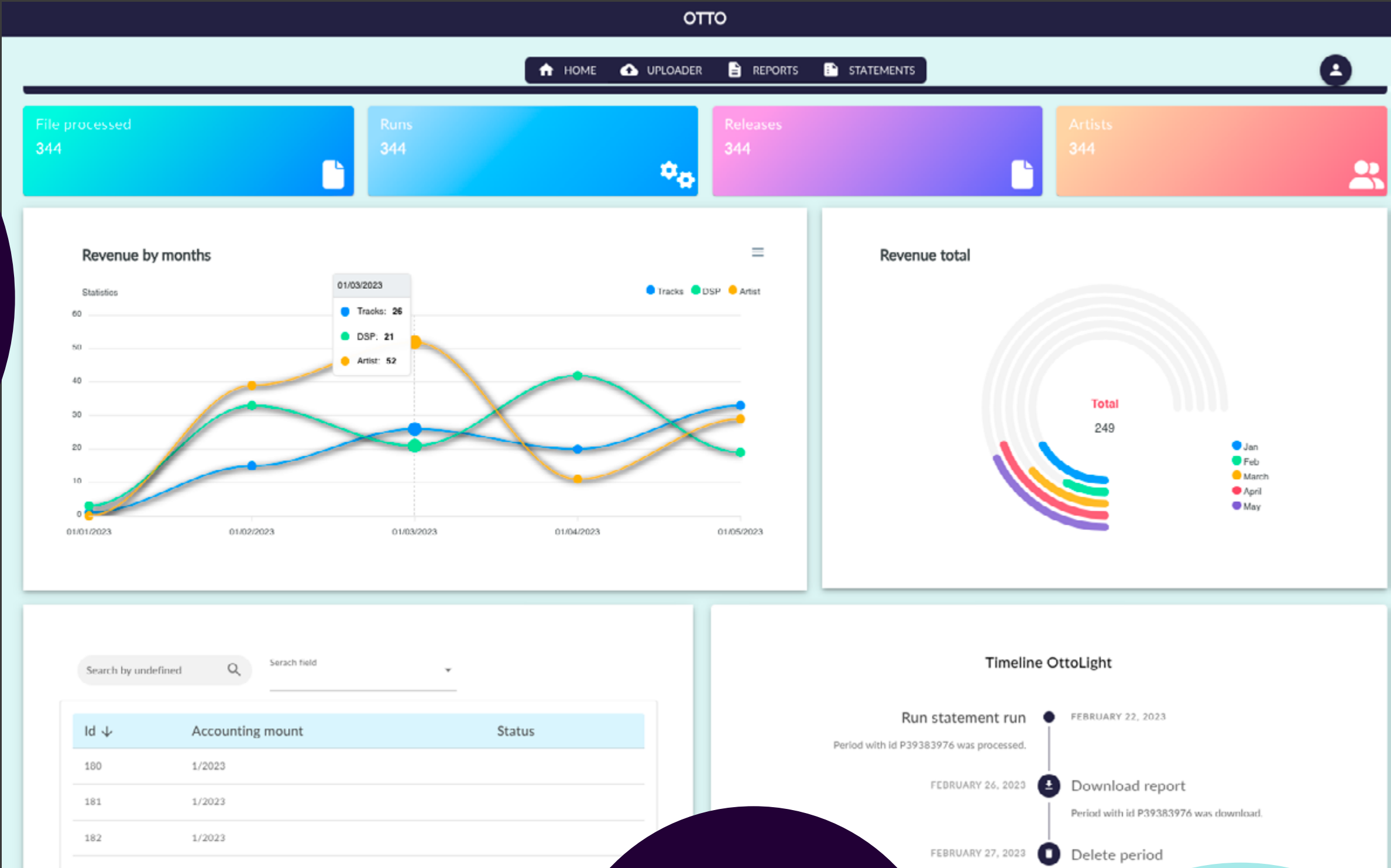


Enables manual adding of usage reports

With matching feature (resulting file of unmatched sales line)

Generates a normalised CSV summary output

Without matching (left to the client to do)

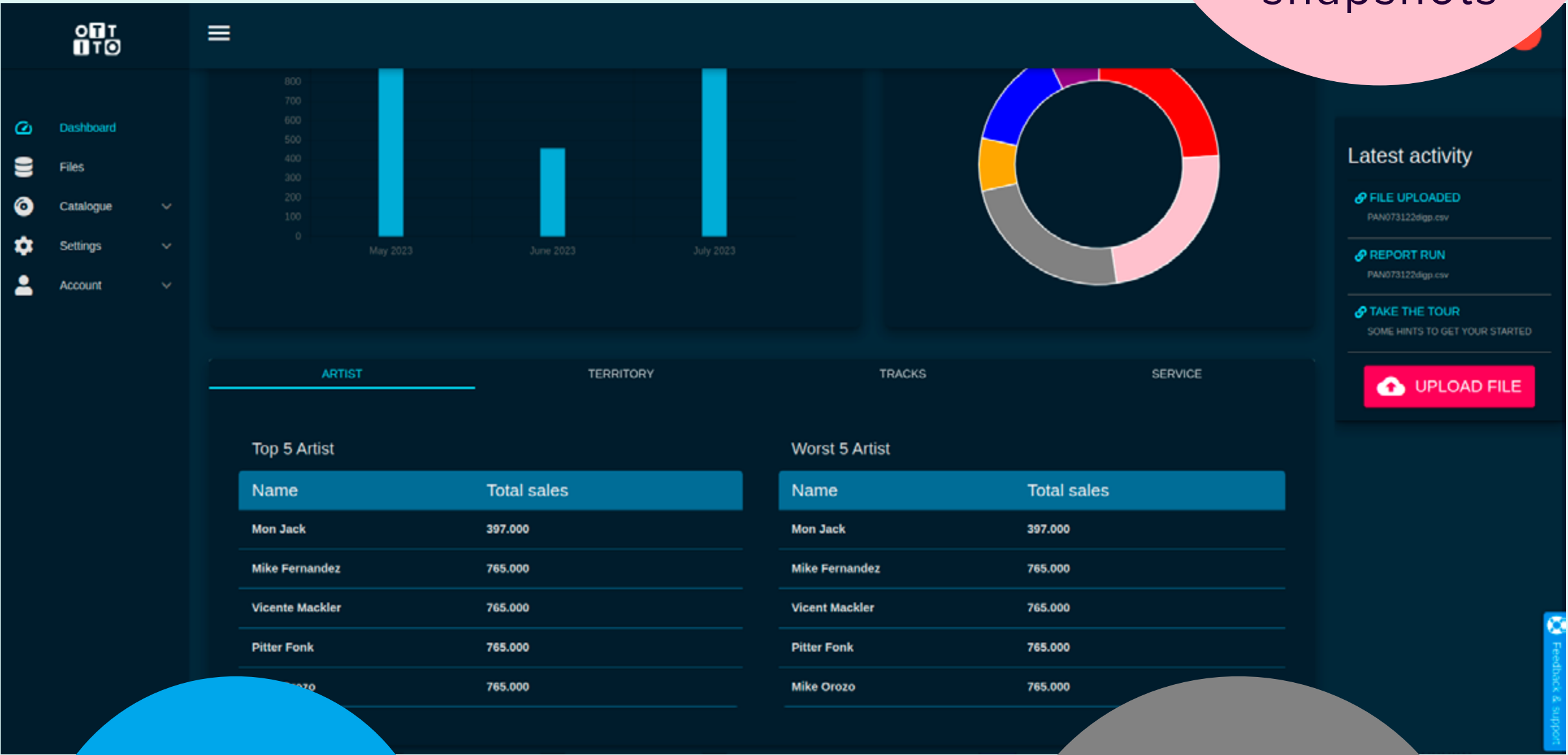


Send a download report link per statement run period

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 screenshot shows the 'Sales files' section of the OTTITO dashboard. It features a table with columns: #, File Name, Date, Status, Artists, Earnings, Period, and Rows. The table lists three file uploads, all with a status of 'PROCESSED' or 'FAILED'. The 'Latest activity' section on the right shows recent uploads and reports, including a 'FILE UPLOADED' and a 'REPORT RUN'.

#	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

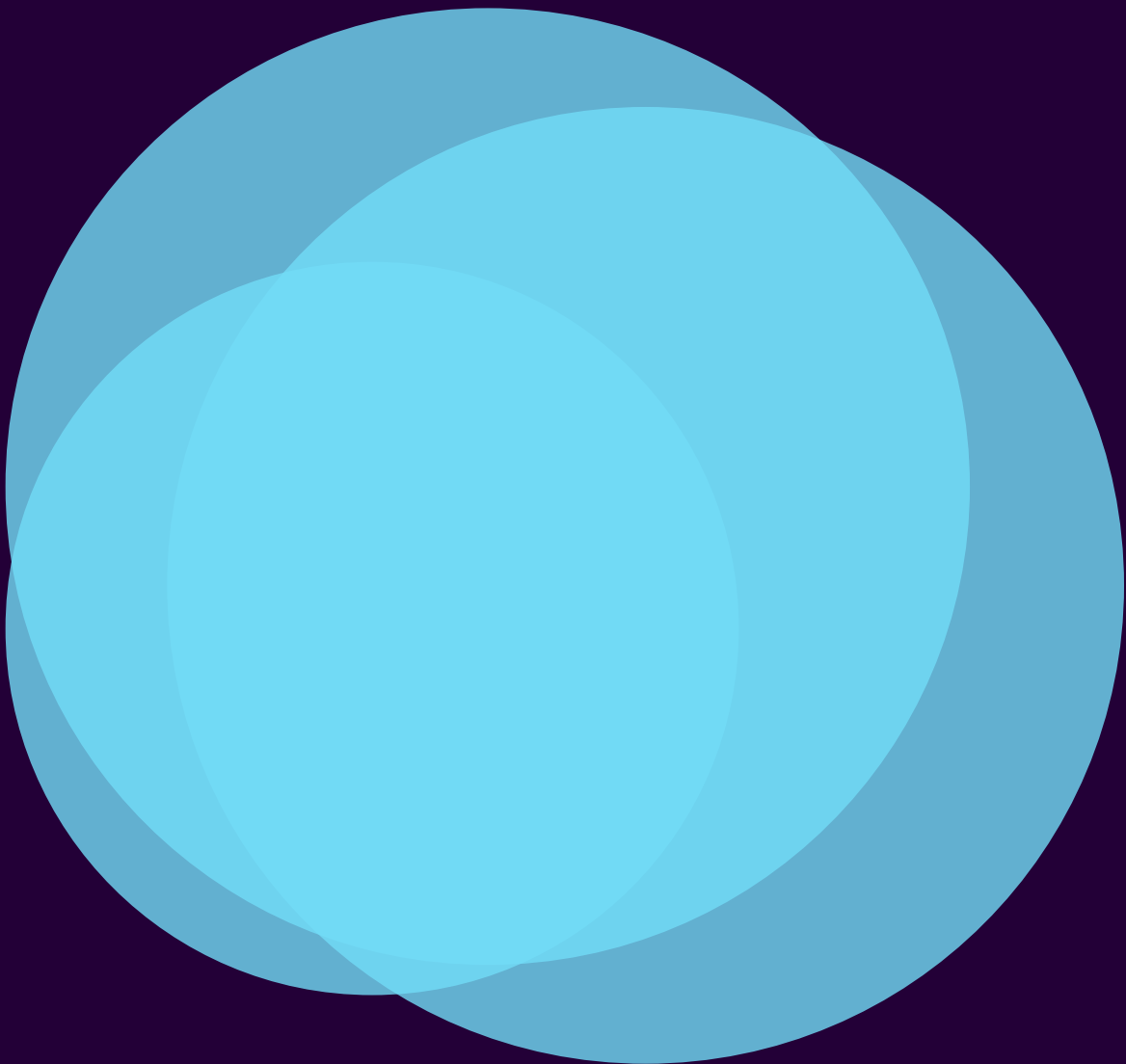
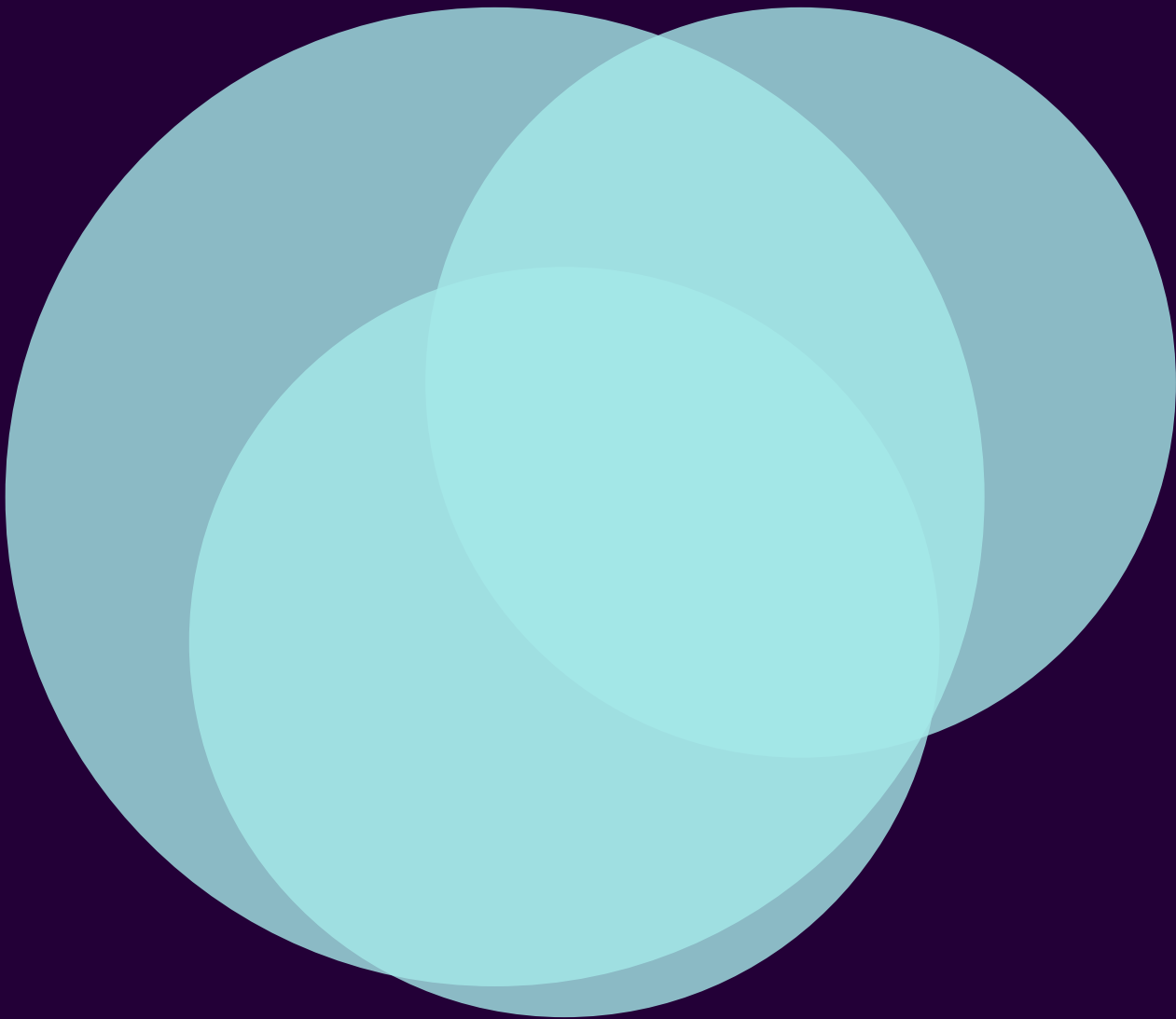
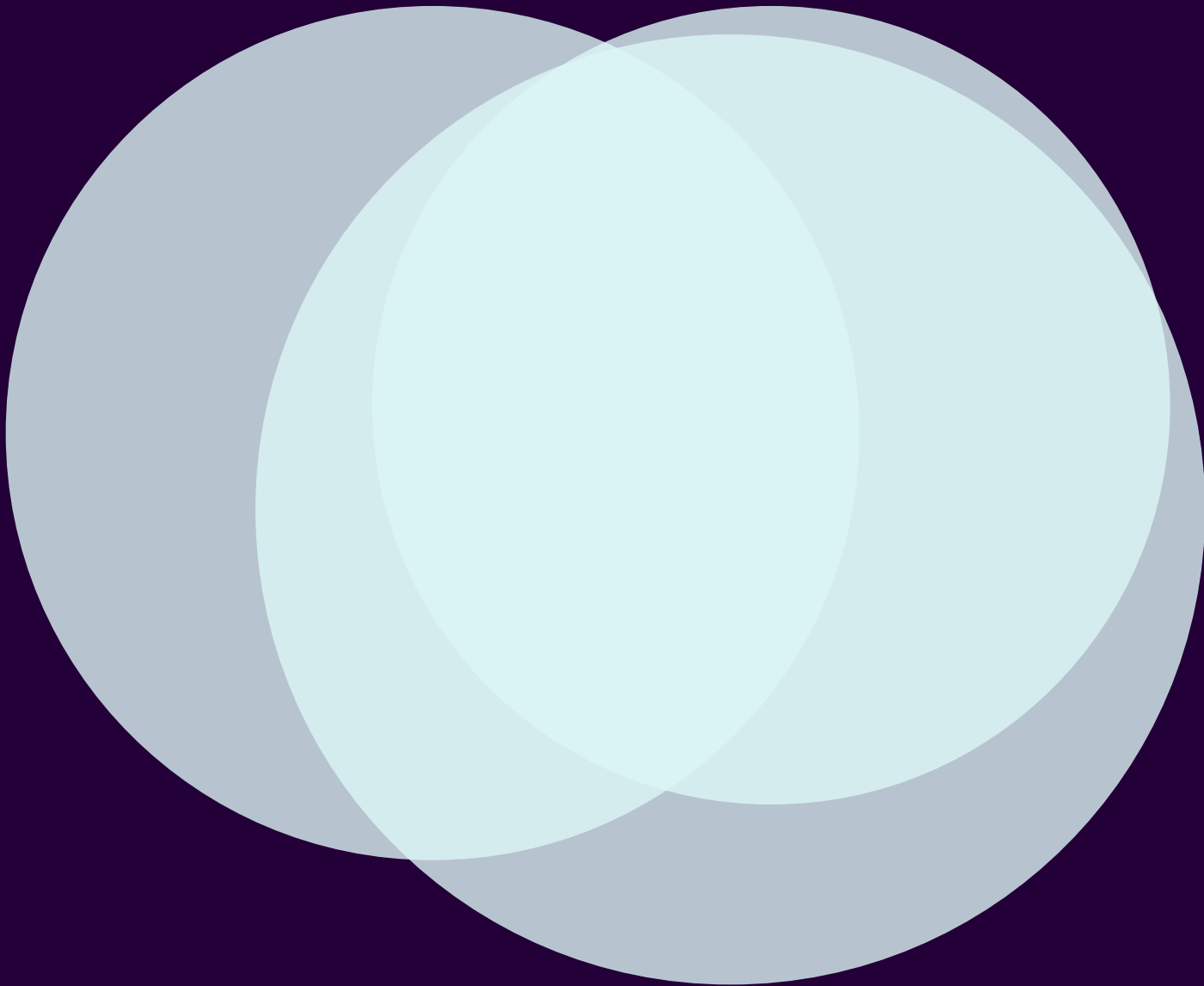
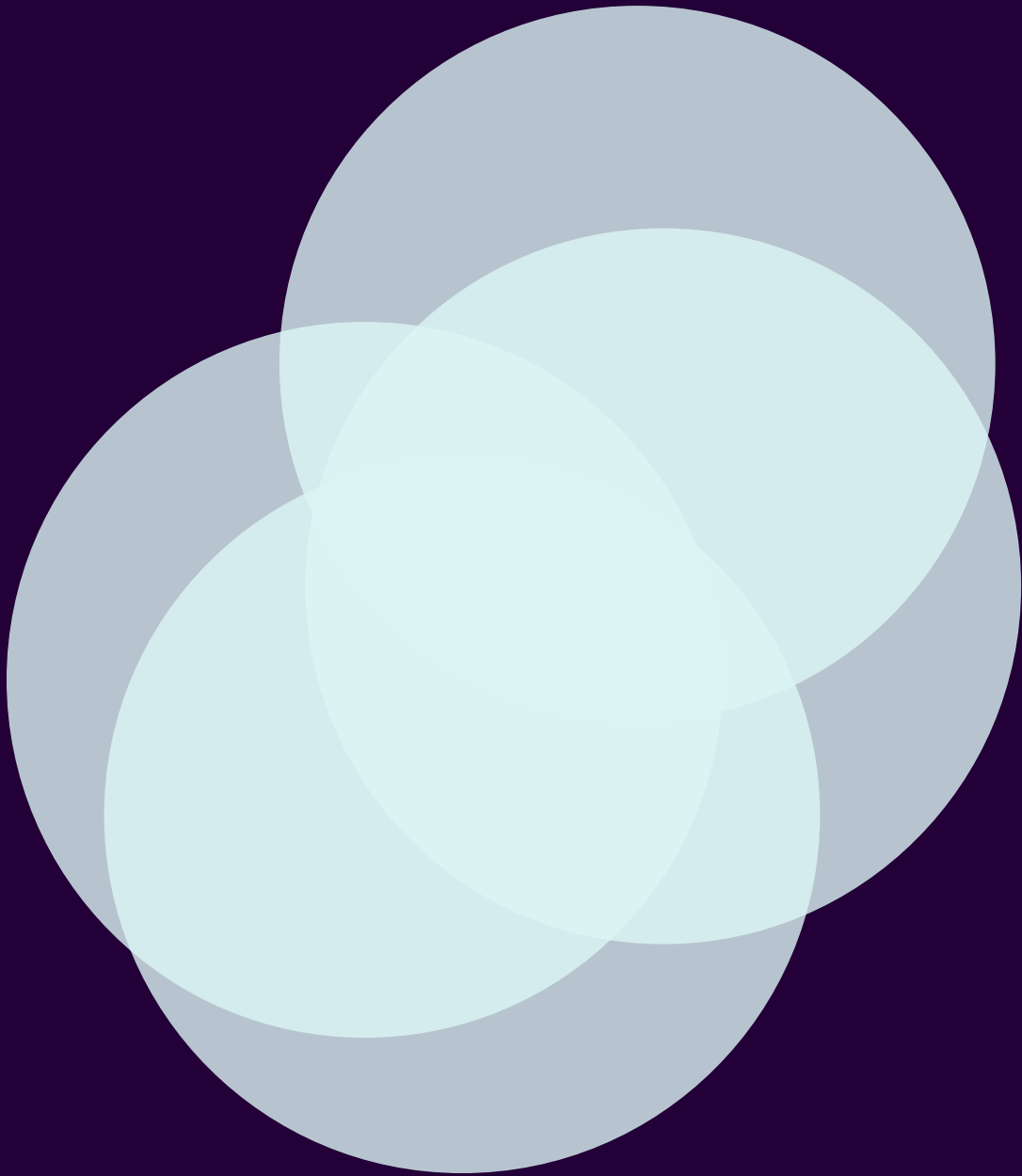
Upload
a digital
or physical
sales
reports

Auto Populate
a catalogue
from the sales
source

View
catalogue
and related
sales per
artist

Generate
artist
statements

WHAT THEY SAY ABOUT US





THANK YOU