



ShowRunner: A unified solution to run your entire production cycle

Get a bird's eye view and hands-on control over the real-time management of your event planning



What is ShowRunner

ShowRunner is a full-circle solution for television networks, production companies and studios to plan, schedule and manage in-studio, off-site and live broadcasting productions.

Showrunner, which is built on top of the Salesforce platform, allows media organizations to optimize their workforce utilization, whether in-house or freelance, while streamlining their operational processes and demand-to-execution.

For live broadcasting, off-site or in-studio shooting, ShowRunner gives media organizations a comprehensive, scalable and flexible system. This offers high visibility of workflow management, allowing unified and highly efficient event planning and management.

One System, Many Values



Centralize your entire production cycle



Optimize operational processes



Increase resource utilization



Improve real-time workflow processes



Benefit from advanced reporting



Enhanced communications management

Event-Driven Plan & Manage System: How It Works



Generate Demand

Utilise ShowRunner's Smart Templates tailored for specific events, such as Live Sports, Live Shows, Outdoor Productions, News Coverage, and more, for complete demand planning.

- Smart Templates save time and reduce human error
- Easily modify Templates or create demand from a clean-slate
- The advanced dynamic system learns your needs and suggests modifications to Templates

Smart Templates allow you to plan your event end-to-end with unique features that ensure your demand is matched against supply data available in the system.

Event Template includes:

- Resources & equipment
- Duration & shifts
- Budget requirements

Once an event has passed from the approval phase, you can seamlessly move onto resource scheduling.

Demand Planning (events creation)

Supply Planning (resource availability)

Supply vs. Demand Gap Analysis



Schedule Resources

ShowRunner allows you to always be on top of your resource availability. A monthly Call-for-Availability goes out to independent contractors to schedule their availability for the upcoming months.

Independent contractors use ShowRunner's dedicated mobile app to receive and send their availability.

- o Based on resource availability, in-house and freelance, scheduling resources on ShowRunner is a seamless, quick and efficient process. ShowRunner displays a prioritized list of

resources, allowing you to easily choose the right ones based on skills.

Demand is sent to resources via the mobile app to accept/decline an event.

- o Based on task requirements, skill-match and location, ShowRunner builds an optimal schedule for the event.
- o Resources are booked for the event and their schedule blocked in the system.
- o Additional notifications will be sent to resources close to the event for confirmation acknowledgment or exception handling.



Manage Event

During the event, event managers have a master view of all tasks, scheduled resources and allocated equipment. This allows hands-on and informed event management, complete with real-time communication with the workforce.

- o Resources get live notifications via the mobile app
- o Time reporting and task completion is tracked via the mobile app



Analyze Results to Forecast Optimized Demand

Once an event has been completed, ShowRunner allows for a detailed analysis of resource utilization, time management, equipment allocation and budget.

ShowRunner generates optimized-demand predictions for future events, with similar attributes, to assist in forecasting and smarter event planning.



ShowRunner Technical Overview

ShowRunner was designed by Asperii as a comprehensive Plan & Manage solution for media organizations looking to optimize their resource utilization during on-site productions and broadcasting.

The system has a custom-developed component that integrates with the Salesforce platform to enable demand-to-execution unified control.

Demand Generator

Creation of event templates, planning and management of demand - custom developed by Asperii

Salesforce Field Service

Rostering and scheduling of resources, crew and freelance

Salesforce Mobile

Pre-event and real-time resource communication and reporting

Salesforce Einstein

Analytics and forecasting

Manage Production Like Never Before

Get ShowRunner to optimize your workforce utilization and streamline operational processes

