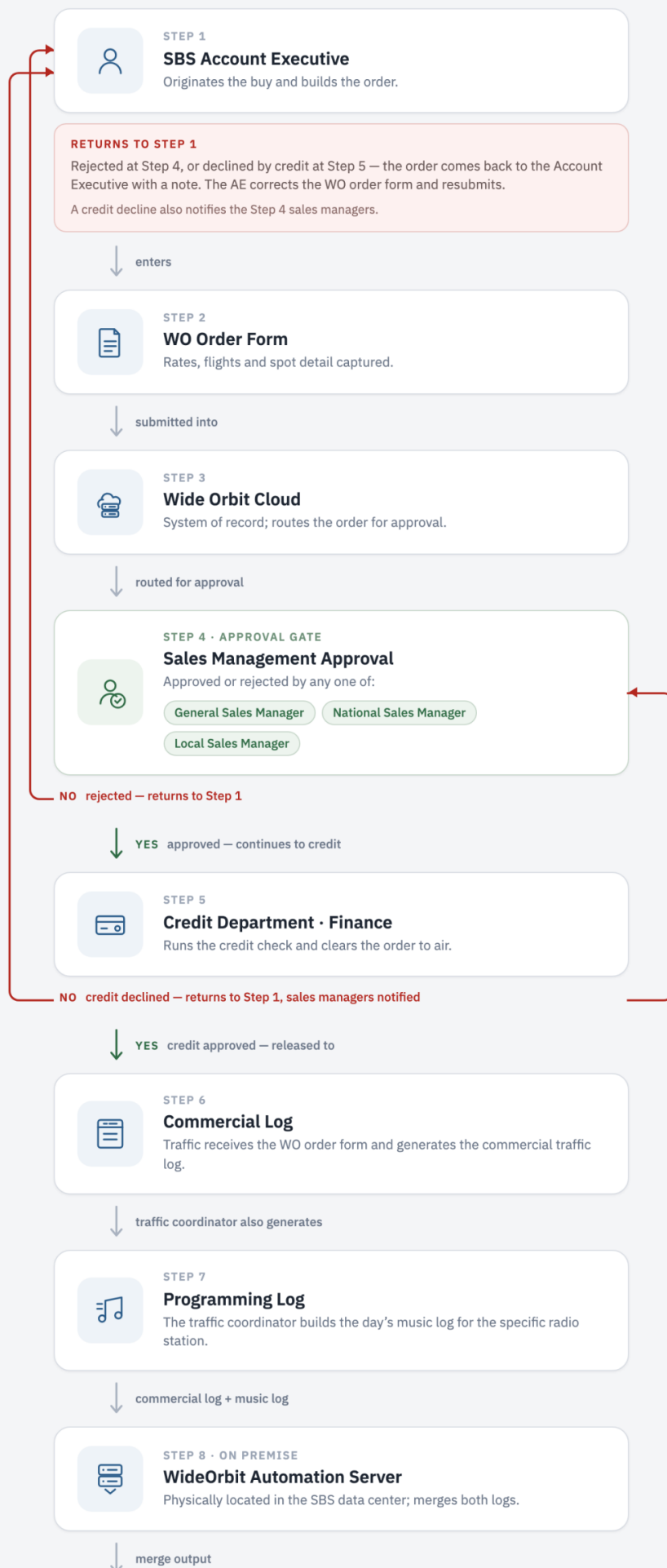


Radio Work Flow

Radio Order Entry & Approval Workflow

Order to air to invoice — radio only.



Order-to-Cash Workflow

Sixteen identified gaps across risk, operations, integration, and audit — and where The Dash closes them

01 Summary

The current order-to-cash flow is a solid linear pipeline, but it lacks **closed-loop exception handling** (makegoods, preemptions), **pre-validation gates** (avails, rates, credit), and **system redundancy** (automation server failure). These are exactly the friction points where a 16-agent NornGate deployment delivers the highest ROI.

Category	Count	Severity
Critical Gaps	5	High risk
Operational Gaps	5	Medium risk
Integration Gaps	3	System coverage
Data & Audit Gaps	3	Traceability

02 Critical Gaps — High Risk

Failures here stop the broadcast day, lose revenue, or expose SBS to client dispute.

01 No Inventory Availability Check (Pre-Order)

The AE originates the buy at Step 1, but there is no step showing an avail check against remaining inventory. Orders can be built for dayparts or stations that are already sold out, only to be caught later — wasting time across Sales, Traffic, and Credit.

02 No Makegood Workflow — Notification Chain Ends in a Void

Step 11 triggers a notification cascade (Traffic → Credit → Sales Manager → AE) when a spot misses, but the flow stops there. There is no closed-loop process to:

- Generate a makegood order automatically
- Secure client approval for the makegood
- Track makegood fulfillment to completion

Adjust billing before the invoice drops

03 Missing Creative / Copy Workflow

The flow assumes the commercial exists at Step 6, but there is no path for:

Copy submission (from agency/client to Traffic)

Traffic instruction entry (rotations, daypart restrictions, copy expiration dates)

Creative approval (legal, talent, client sign-off)

VCreative integration — VCreative is in the environment but not wired into this flow

04 Single Point of Failure: On-Premise Automation Server (Step 8)

The WideOrbit Automation Server is physically in the SBS data center. If it fails:

No merged log means no broadcast day

No failover or redundancy is shown

No disaster recovery path is defined

05 No Preemption Handling

Radio routinely preempts lower-priority spots for higher-revenue orders. The flow has no step for:

Preemption rules or hierarchy

Notification to the AE/client when a spot is bumped

Automatic makegood generation for preempted spots

03 Operational Gaps — Medium Risk

Friction that costs cycle time, margin, and rework rather than stopping the pipeline outright.

06 No Client Confirmation / Agreement Gate

Internal approvals (Sales Management, Credit) are robust, but there is no client-side confirmation before the order commits to air. This creates risk of:

- Orders running that the client disputes

- No digital signature or Insertion Order (IO) validation

07 Manual Reconciliation (Step 12)

Air log vs. ASRun log reconciliation appears manual or semi-manual. There is no:

- Automated exception flagging

- Real-time discrepancy alert

- Integration that pushes reconciliation data back into WideOrbit without human re-entry

08 No Rate-Card Validation at Entry (Step 2)

Rates are captured on the WO Order Form, but there is no validation gate against approved rate cards, package pricing rules, or negotiated rate floors.

This opens the door to underpricing or unauthorized discounts.

09 Credit Check Bottleneck (Step 5)

Credit runs after Sales Management approval. If credit declines, the order loops all the way back to Step 1. A more efficient flow would run a soft credit check **before or in parallel with** sales approval, reducing rework.

10 No Real-Time Air Monitoring

Between Step 10 (stations receive the air log) and Step 11 (ASRun log reports back) there is no real-time monitoring. A spot could miss its break and the station would not know until ASRun reconciliation — sometimes the next day.

04 System Integration Gaps

Systems in the SBS stack that the workflow does not reach.

11 SIMS Is Absent

The legacy stack includes SIMS, but it does not appear in this workflow. Is SIMS handling the contract/IO side? If so, it should feed into Step 1 or Step 2. If not, **where does the contractual**

obligation live?

12 No Digital / LaMusica Bridge

This flow is explicitly radio-only. Per Phase 2 context, LaMusica is a closed department with no insight. There is no cross-platform workflow for:

- Digital extensions of radio buys

- Unified client reporting across radio + digital

- Shared inventory visibility

13 Oracle Billing Is a Black-Box Handoff (Step 14)

The invoice is posted to Oracle Cloud, but there is no reverse flow shown:

- Payment status does not appear to update WideOrbit

- No automated cash application or aging report back to Sales

05 Data & Audit Gaps

Where the flow leaves no provable record.

14 No Version Control on Resubmissions

When an order is rejected at Step 4 or declined at Step 5, it returns to Step 1 with "a note." There is no version history, change tracking, or audit trail for:

- Who rejected it and why

- What changed between versions

- How many cycles of rework occurred

15 No SLA or Timing Standards

No timeframes are attached to any step. How long should Credit take? How long does Traffic have to build the log? **Without SLAs, bottlenecks are invisible until they become fires.**

16 No Exception Handling for Partial Runs

What if a spot airs but in the wrong daypart, or at the wrong rotation? The flow handles only binary outcomes (ran / did not run). Partial or incorrect execution has no defined path.

06 Where NornGate / The Dash Closes These Gaps

Gap	Potential Agent / Automation
Avail check missing	Heimdall (monitoring) + Valkyries (worker pool) to query the WideOrbit inventory API before order entry
Makegood workflow	Ratatoskr (messaging) to auto-generate makegood orders and route for approval
Copy workflow	Norn (orchestrator) to bridge VCreative → WideOrbit traffic instructions
Manual reconciliation	Sleipnir (data transport) to auto-reconcile Air/ASRun logs and flag exceptions
Preemption handling	Huginn / Muninn (data collection) to monitor log changes and alert AEs in real time
Credit bottleneck	Valkyries to run parallel credit pre-checks while sales approval is in flight
No real-time monitoring	Heimdall to monitor automation server health and ASRun deltas live

BOTTOM LINE

The flow is a solid linear order-to-cash pipeline, but it lacks closed-loop exception handling (makegoods, preemptions), pre-validation gates (avails, rates, credit), and system redundancy (automation server failure). These are exactly the kinds of friction points where a **16-agent NornGate deployment** would deliver the highest ROI.

END OF ANALYSIS

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