

CERNO

decide to simplify

Managing your holding fees is no simple matter. Whatever process you now have in place to hold or release performers in a commercial, it's likely to be time-consuming, paper-intensive, and not entirely fail-safe. And when oversights happen, the results can be thousands of dollars in penalties and the potential for costly contract renegotiations — consequences that can put your entire client relationship at risk.

an end to the paper chase

As the originator of 10,000 holding fee notifications a month, Talent Partners understands the complexity of this business process. That's why we've developed a way to take the paper, the work, and the risks out of holding fees. Our web-enabled management tool, Cerno — a name derived from the Latin word for “to decide” — automatically tracks each notification and payment authorization, creating a comprehensive audit trail that's accessible from anywhere, any time. With Cerno, talent and account professionals can also authorize performer payments electronically.

And more than just cutting the time it takes to manage your holding fees, Cerno combines disparate information into a fully integrated view. For example, team members can take a look at holding fees for a single commercial, for a brand, or for the entire organization depending on their authorization. This integrated perspective brings another level of efficiency and accountability to your operation, as well as streamlines your transactions with Talent Partners.



efficiency, reliability and simplicity, all in one

Fully integrated into the Talent Partners payroll system, Cerno serves as a complete, secure repository for all your holding fee information. And because it is designed around your workflow, this simple but powerful online tool, allows you to immediately —

- **Connect everyone involved in pay/release decisions.** Cerno provides consistent, up-to-date information to each person on your team, no matter where they are located.
- **Reduce the risk of late payments and penalties.** With its deadline-driven notification system and extensive audit trail, Cerno keeps your organization on top of holding fee cycles.
- **Save time from a paperless process.** Easy to learn and use, Cerno automates all the details of holding fee management to free up resources for other pressing tasks.
- **Gain better support for business decisions.** Cerno generates a variety of views on each commercial, providing talent managers and other decision makers as much or as little information as they need to make the right choices.



a simple decision

Cerno is another example of how Talent Partners is using information technology to streamline traditional functions in the broadcast industry. If your current process for tracking, authorizing, and recording holding fees is taking too much valuable time, give us a call to find out why implementing Cerno is one of the best decision you can make.



NEW YORK

115 West 18th St.
New York, NY 10011

212.727.1800

CHICAGO

541 North Fairbanks Ct.
Suite 2800
Chicago, IL 60611

312.923.7900

LOS ANGELES

101 South First St.
Suite 302
Burbank, CA 91502

818.556.4700