



## **Decentrix AI4Media™ Accelerates Workflow Orchestration**

DENVER, CO May 12, 2025 -- Decentrix, Inc. announced today the introduction of Orchestration4Media™ an enhanced workflow capability in their AI4Media™ technology stack which streamlines media advertising workflows using specialized AI Agents.

Industry studies have shown that the average media executive spends approximately six hours or 15% of a typical work week performing "low-level" repetitive tasks across an average of nine software systems to merge data sources. This involves cleaning data, manually entering or re-entering it to fulfill the execution of a typical campaign.

Orchestration4Media™ agents coordinate automation activities to simplify workflows. They connect disparate systems and siloed media workflows to dramatically reduce workflow friction and significantly amplify advertising operational efficiencies. Specifically, they drastically reduce revenue leakage, provide insight into campaign inventory positions, surface capacity and audience forecasts, optimize pricing based upon demand pressures, and minimize campaign cannibalization.

Decentrix brings Orchestration4Media™ agents to life with over a decade of production tested proprietary Machine Intelligence integrated with current GenAI technologies. This extensive capability is built upon a foundation of high-volume data engineering, application development, and intimate media industry knowledge.

*"AI workflow management using orchestration agents is the next frontier in advertising technology. Orchestration4Media™ automates disparate processes, enabling media enterprises to free up their experienced human resources for high-value advertising placement solutions for clients",* said Taras Bugir, President of Decentrix.

Orchestration4Media™ agents have a proven track record of results. Decentrix case studies provide examples of 23% more revenue by using intelligent inventory allocations, a 35% reduction of effort on order pacing adjustments, and 17% increases in revenue from effective pricing.

Orchestration4Media™ is now available and is an optional extension in AI4Media™.

---

**About Decentrix** ([www.decentrix.net](http://www.decentrix.net))

Decentrix is a globally focused data technology company with transformational AI-based workflow management solutions that maximize advertising revenues and optimize operational efficiencies across digital,



addressable and linear operations platforms for Brand Advertisers, Telecommunications and Media and Entertainment companies. The Decentrix BIAlytix™ SaaS suite, powered by AI4Media™ technology, is the most comprehensive next generation media enterprise platform in use today. It powers streamlined OMS workflows, delivering sophisticated functionality for cross-media planning, inventory optimization, rate card maximization, *Frictionless Trading™*, highly efficient advertising operations, comprehensive analytics and consolidated billing.

*Product and company names mentioned herein are the trademarks or registered trademarks of their respective owners.*

**For information, contact:**

Ken Breen

[kbreen@decentrix.net](mailto:kbreen@decentrix.net)