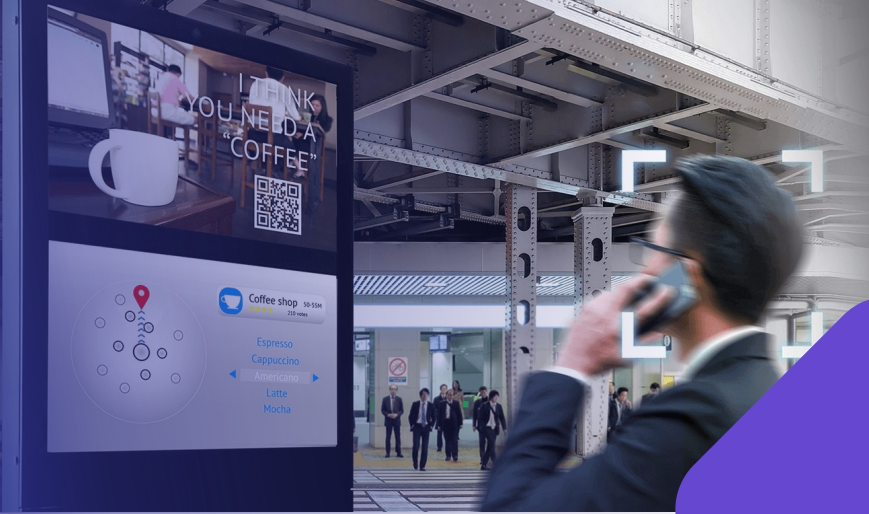


# Real-time Digital Ad Inventory Management Solution


For a DOOH giant with 120,000+ ad panels worldwide



## PROJECT OVERVIEW

As a leading outdoor advertising company in Asia, our client approached us with a vision to utilize ad inventory in real-time that could improve operational efficiency and accelerate revenue generation. Being their preferred big data solution provider, we helped develop a cloud-based digital ad inventory management solution that can process millions of data sets to offer inputs in real-time enhancing the inventory utilization and address multiple bookings.

  
Capability  
Cloud

  
Industry  
Advertising

  
Country  
Asia

## KEY FEATURES

The solution helps unlock higher value from the existing system with a simplified user interface that integrates data from multiple disparate systems to track ad placement orders based on their live status and across diverse regions, from selection to delivery.

### ▶ Smart intake

A form that extracts data from various types of order formats while converting it to a standard, manageable and structured format

### ▶ Amalgamated order fulfillment

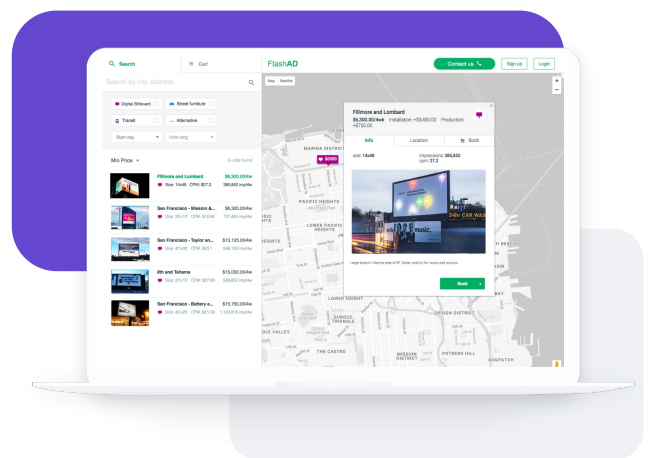
An integration of supplier systems that provides insights into delays, lead times and confirmed delivery dates

### ▶ Integrated order delivery

Provides updates on delivery dates, status, notification alerts on delay and real-time impact/update on inventory & hence planning

### ▶ Real-time order monitoring

A command center that provides a high-level overview of ad order inquiries and their placement/delivery status along with inputs on missed opportunities



## CHALLENGES

- ▶ No system to perform high volume data processing in real-time
- ▶ No live tracking of available inventory
- ▶ No proper insight & control on usage of ad inventory
- ▶ Booking response time very low

# SOLUTION

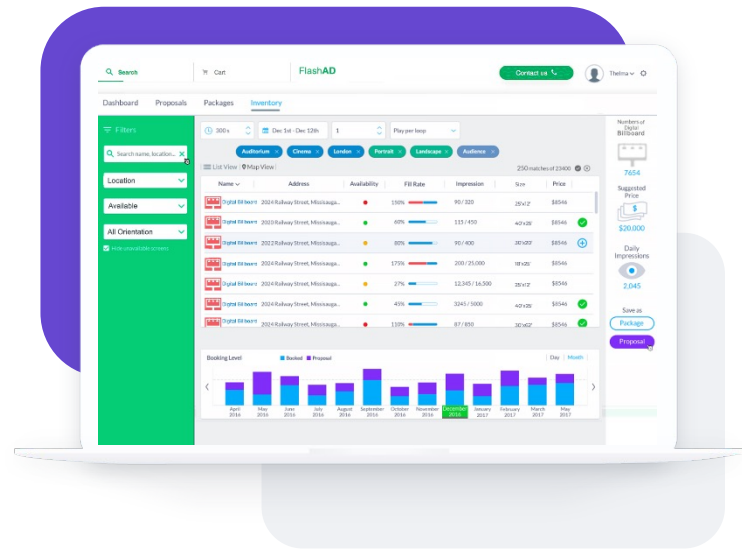
With our digital-first approach, we developed a customer-centric solution that puts the unstructured data to work by leveraging technologies like JSON and Kafka, equipped to handle high volume data. Amazon EC2 also supported the overall infrastructure by implementing a master-slave architecture that managed various requests.

## Multi-channel approach

Central monitoring and maintenance of inventory, sales, customer data, ad placement orders and product information across sales channels for visibility across the board

## Global visibility of inventory

Synergizing ad inventory and orders to prevent glitches in order processing with real-time information to improve stock requirement estimates

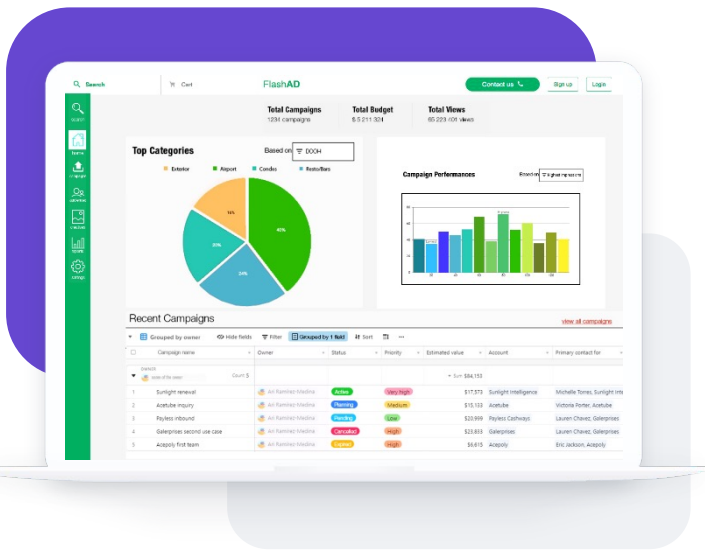


## Real-time inventory availability

Creation of data lake ensured central repository for inventory data in required format and structure resulting in proper utilization of ad bookings for the customers

## Cross media integration

Regardless of booking channels, the common platform offers inventory requests across various media types



# TECHNOLOGIES & TOOLS



## BENEFITS

20%

Improvement in  
Response Time

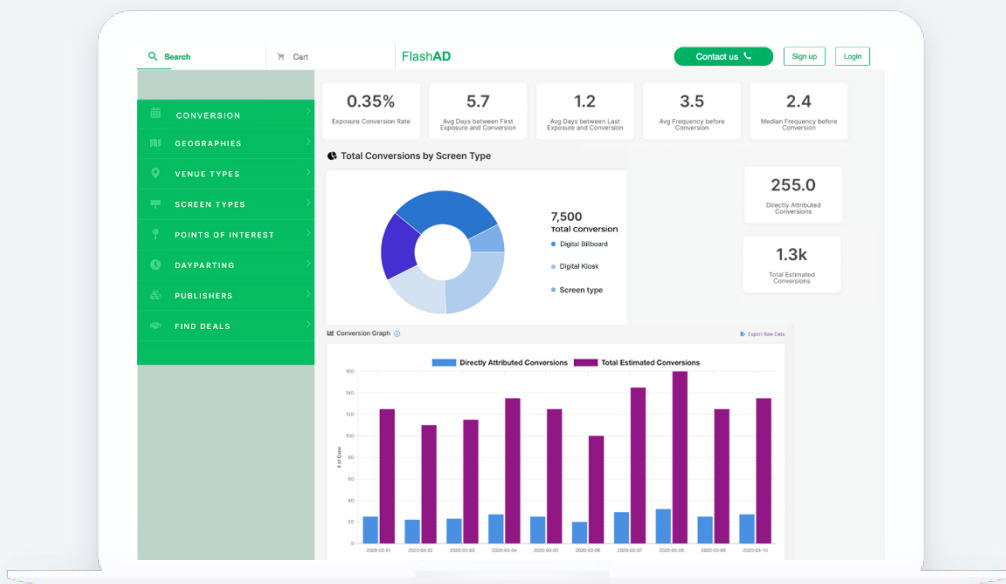
100%

Inventory Utilization

complete

visibility in ad allocation  
& management

## PROJECT SNAPSHOTS



## ABOUT RISHABH SOFTWARE

We are a global provider of enterprise-grade web, mobile, cloud, and analytics solutions. As a ISO 9001 and 27001 certified software development company, we have two decades of service excellence delivering 1000+ successful projects globally, including the USA, UK, Europe, Middle East, and Australia.

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