

Digital Ad Order Management System Modernization

For a France-based Global Outdoor Advertising Company

PROJECT OVERVIEW

Our client helps brands build meaningful interaction and scalable communication across digital advertising screens. They wanted to modernize their 2 decade-old legacy solution that managed booking, contracts & invoices of assets across 100+ locations.

<p>Capability</p> <p>Product Engineering</p>	<p>Industry</p> <p>Media & Entertainment</p>	<p>Country</p> <p>France</p>
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KEY FEATURES

Backed by an extensive experience in software development for advertising & digital businesses, we helped reengineer the online ad booking and order management system that today offers a holistic view of operations - from inventory to asset owner management at one go.

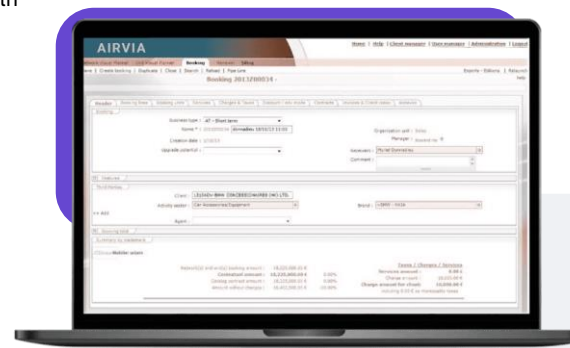
- ▶ **Network & Unit Visual Planner**

Display all standard and dynamic units (and their networks) with map location, asset category, frame type, rate card & availability status to help customers find the display slot they need, faster.
- ▶ **Booking & Contracts**

Enables ease of booking for multiple properties with real-time status & reminders for blocked sites with pricing & related information . Helps track payments, invoicing, credit and debit notes, party ledgers & revenue with a country-based configuration
- ▶ **Portfolio Management**

Ease of managing multiple portfolios of digital screens across varied properties, like malls, bus stations, airports & more within the system for easy discovery & planning of inventory.
- ▶ **Intelligent Reports**

Gain granular visibility into accounting, contract management, and media management to accurately analyze business performance with Jasper-based reports & improve accountability with real-time dashboards & data visualizations.



CHALLENGES

- ▶ No real-time visibility into asset bookings across distributed geographies
- ▶ No single source of truth due to multi-database roles, logins, profiles, and user management
- ▶ Errors while managing booking requests and invoices in different currencies for varied units and networks
- ▶ Redundant work for collecting and organizing the bookings, contracts, and invoices into a unified, easy-to-access location

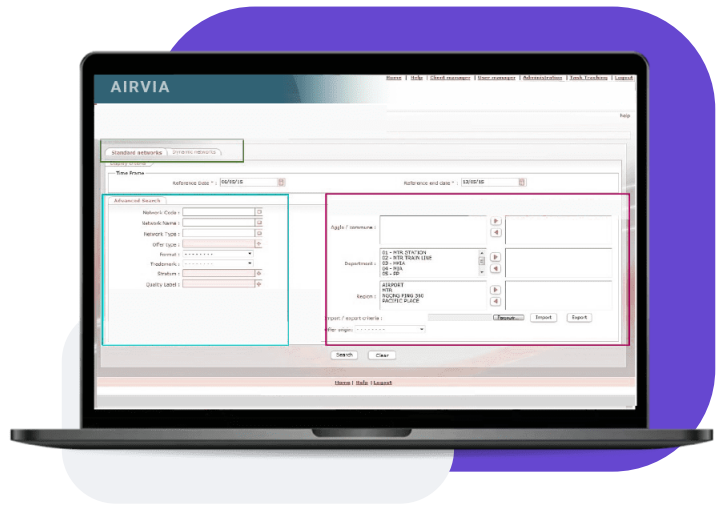
SOLUTION

Team Rishabh followed the agile methodology for development starting with a 3-week sprint. The defects and enhancements were prioritized and finalized by the functional team with complete requirements documented on JIRA. The process focused on the following key aspects;

Implementation Architecture

Developed a cloud-based fully functional video streaming app that meets the rapid and changing needs while keeping the solution seamlessly scalable. It allowed easy upload of numerous large files in different formats in a fraction of time to quickly reach the target audience.

- Asset and Offer Management system manages ad assets and their prices with offer information. This module also enables the creation of assets and units for standard & dynamic networks
- User-friendly feed planner for posting management
- Advanced reporting tool to generate & report network/unit availability status
- Client Management module to configure profiles of advertisers/clients/agents
- Unit availability check by using google maps to create bookings
- eBooking of contracts by using doc-sign.
- Reporting solution for generating invoice documents, credit note documents, and contract documents in pdf format.



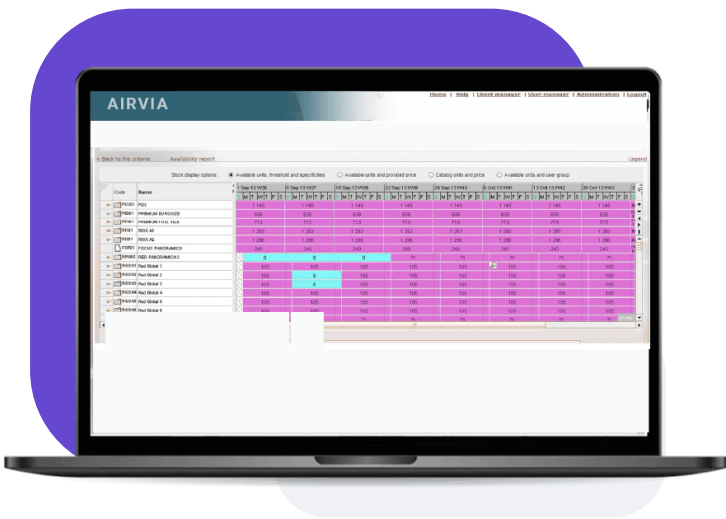
Implementation of Web Services

Our team utilized REST API services to make integrations simple and scalable with different web services as listed below;

- Booking Manager Service – To create, delete, search, & update bookings and view booking line information
- Booking Tracking Service - To track changes to the bookings
- Allocation Management Service - To generate & allocate units to the network.
- Client Manager Service - To create, delete & update clients & to get client information
- Manage Digital Stock Services - To create & modify unit-related information

Analytics

Curated datasets with geospatial data streams to pinpoint audiences to help offer better planning & management of inventory to push the right messaging to the right audience at the right time & for the right location. Work with a data-driven, low granularity approach towards OOH analytics to analyze spending vs campaign ROI.



TECHNOLOGIES & TOOLS



BENEFITS

50%

increase in booking of available assets

360

insights for real-time inventory status

100%

streamlining of inventory to finance management process

PROJECT SNAPSHOTS

Page AD Plus d'actions

Geneco UK | Geneco | UK | NSA Report | PostIt | ClientManager | UserManager | DCideAdmin | DCIDE | ADZP | DPAS | DigitalOffer

Domaine	Accès	Version	Base de données		Host / DC	Login	Mot de passe	Log
Développement	LOCAL		DEVCORP_BOAS_OWN	DEVCORP_BOAS_OWN				
Intégration	PIC	13.6.0	INTCORP_BOAS_OWN	INTCORP_BOAS_OWN	x266.es.mdde.org/404	jbossro	q9ix256	Gra
	Client V2		INTPT_BOAS_OWN	INTPT_BOAS_OWN	x266.es.mdde.org/404	jbossro	q9ix405	
	QA- Bugfix alias MTQ	12.13.2	INTCORP_BOAS_OWN	INTCORP_BOAS_OWN	x266.es.mdde.org/404	jbossro	b6730	Gra
	VABF- Bugfix alias MTQ	12.12.11	INTCORP_BOAS_OWN	INTCORP_BOAS_OWN	x266.es.mdde.org/404	jbossro	b6730	Gra
	PRD- Bugfix alias MCO f. MCO HK, DIAG	11.6.2.7	TESTCM_BOAS_OWN (copie PROD ASIA)	TESTCM_BOAS_OWN	x266.es.mdde.org/404	jbossro	q9ix404	Gra
	PRD- Bugfix alias MCO Z, DIAG	12.8.5	SP_BOAS_OWN	SP_BOAS_OWN	x266.es.mdde.org/404	jbossro	q9ix404	Gra
	PRD-	12.12.11	AU_BOAS_OWN	AU_BOAS_OWN	x266.es.mdde.org/404	jbossro	b6730	Gra

ABOUT RISHABH SOFTWARE

We are a global provider of enterprise-grade web, mobile, cloud, and analytics solutions. As a CMMI Level 3, 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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