The client

Our client is a leader in the printing business and an emerging player in many other forms of media, including radio, TV, magazines, out-of-home advertising and more. Their publishing houses have more than a thousand agencies.

Industry
Media (News and entertainment)

Founded
1838

Based
Mumbai, Maharastra, India

Revenue
INR 69.68 billion

Solution elements

RWS Technology Operations: application development and support

Agency booking system for a major printing firm

The challenges

The client faced geographical challenges; the physical distances between their agency offices and publication offices often made the booking of ads using conventional methods very difficult. This could cause agencies to lose interest in booking ads, costing the company customers.

Another problem was presented by the conventional methods of booking ads; being a manual process, it was prone to errors, which again frequently cost the company money. There was also no concrete way for the company to promote their schemes and packages, meaning the company couldn't fully capitalize on deals that could have boosted their sales. They needed an automated system to help them solve all these issues, and it needed to be integrated with their existing SAP system to minimize disruption.

Choosing the right solution

RWS developed an agency booking system (ABS) to help handle agency bookings. This system made it easier for agents to book, cancel and reschedule ads, overcoming many of the issues presented by the client's previous system. We also made it easier for customers to book ads for multiple editions, created a selection of templates to help them build their ads and made it easier for them to compose multilingual ads.

We also integrated the ABS with the client's existing SAP system to help with the management of rates and invoicing for all ads booked using the automated system. This minimized the chances of invoicing errors and ensured rates, details and offers were incorporated in the pricing structure. We made it easier for the client to launch and promote free schemes and packages and ensured they could also apply discounts and premiums manually. In addition, we provided a simple text editor that helped agents view the layout of their ad on their computers right away, reducing the potential for errors in the copy and design. This supplemented the templates and increased the convenience of our client's offering.

RWS

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Technologies used

- Model-view-controller (MVC)

- .Net Framework 4.5

- C#

- Windows Communication Foundation (WCF)

- Windows Presentation Foundation (WPF)

- Language-Integrated Query (LINQ)

- SQL Server 2008

The results

Our integrated ABS simplified the ad booking process, allowing our client to see increased sales and improved customer experience. The booking system we built incorporated the client's existing SAP system, ensuring a smooth and seamless transition for both the client and their customers. We reduced pricing errors by creating an automated pricing system. We also made it much easier for our clients to distribute packages and schemes to their agents, increasing the consistency of their sales approach.

Our system allowed agents to book from their own offices and made cancellation or rescheduling straightforward. We provided useful templates, multilingual functions and other features to increase the usefulness and value our client was able to offer their customers. Overall, we brought efficiency, flexibility and convenience to the client's system, increased automation and decreased errors.

Highlights

- We overcame the difficulties posed by long-distance communication

- We integrated the client's existing SAP system with our new ABS, ensuring pricing was consistent and automated across their publication offices

- We created templates for our client's customers to compose their ads and showcased the client's ability to compose multilingual ads

- We offered manual information systems reporting to increase our client's understanding of their customers and business structure, allowing them to refine their strategies going forward

Discover more about our application development and support services

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