Java based solution helps one of the oldest and largest metropolitan newspapers in the United States to streamline its ad generation process and up sell successfully

Industry
Media

Technology Used
Java, J2EE,
IBM Websphere Portal Server
IBM Tivoli Site Manager
Oracle 9i
HTML, XML, XSLT, HTML
JavaScript, UML
Rational, Mercury Test director
MS Project

Brief History

The client is the largest metropolitan newspaper in the United States. The newspaper has had a strong presence on the Web since 1995, and has been ranked one of the top Web sites.

Business challenges

In spite of having a strong web presence, the newspaper had no mechanism for leveraging the internet for its classified and display advertising business. The company employed the use of technologically varied, in house developed systems to funnel ads from partner ad agencies to their mainframe system. The company also employed teams of people to accept classified ads over the phone. The management wanted to do away with this process, but still maintain a control over what eventually got printed in the paper in terms of ad content.

Solution

Fulcrum Logic proposed a Java/J2EE based custom web-based solution that leveraged the internet for generating more ad revenue and presenting the users with a more DIY type of solution. The advertising portal automates the basic reservation process for display advertising space and ad placement. The advertising material is delivered electronically, interfacing with the client's internal production systems. The portal also centralizes the registration and resolution of billing inquiries while providing these clients with contract and historical information that allows better management of their business. The portal also enables the client's customers to buy classified advertising products on the web. Ad life-cycle management and billing is also handled through the web site.

Fulcrum also provided customized work-flow solution to manage incoming ads, generation of alerts to be sent out to partner ad agencies for ad material drop-off and interfaces with the legacy systems.

Key Benefits

- Single location ad life cycle management

- Reduction in customer support calls

- DIY approach to generating ads, so that customers can preview ads to be generated

- Customized up-selling process which leads to increased revenue per ad

- Easy mechanism of running promotional ad packages

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