

Cloud-based Advertising Management

Traffic & Billing in the Cloud Drives Revenue and Flexibility without CapEx

Customer Profile

The customer is a mid-market, progressive, network-affiliated television group in the United States Mountain West region, serving a large multi-state territory via a central traffic operation and several remote sales offices. With a committed community focus, the station group produces more than 25 hours a week of local news in HD, while delivering popular syndicated and network television programs to the greater community.

Business Challenge

When this longstanding Imagine Communications customer was looking to upgrade an aging traffic infrastructure, they were aiming to address several major issues. First, their current network layout prevented their remote sales teams from directly accessing order entry and maintenance on the traffic system. Second, in order to take advantage of the latest features of the traffic system, they required more processing power and storage. And lastly, because they were serving markets without a large security infrastructure, the group was looking to leverage a technology solution that gave them confidence that their data was secure and protected — without needing extra expertise in-house.

While replacing old technology with newer versions of the same technology would certainly get the station group more space and faster processing, it would come at a hefty price and still leave them with ongoing maintenance requirements, security issues and challenging remote access, as well as a CapEx-intensive upgrade cycle every three to five years. So this customer decided to take the station in a different direction to meet its traffic and billing requirements.

Technology Solution

As longtime users of LandmarkOSI™ Traffic & Billing, the station group was looking for a next-generation technology approach that would keep pace with the rapid evolution of their business, while empowering their workforce to efficiently monetize inventory and control costs. From this vision, the group turned to LandmarkOSI Cloud™.

Customer

- A mid-market, network-affiliated television group — Mountain West Region, US

Industry

- Broadcast

Challenge

- Upgrade an aging traffic infrastructure, taking advantage of the latest technologies and security features, while reducing maintenance and CapEx.

Solution

- LandmarkOSI Cloud™
- LandmarkOSI™ Traffic & Billing
- LandmarkOSI™ Sales

Business Value

- Simplify infrastructure without losing services or features
- Increase application performance
- Enable “work-anywhere” remote access for users
- Reduce CapEx while taking advantage of the latest technologies
- Optimize process and revenue management via tight synergies between cloud-based sales proposals and traffic contracts



Built to easily launch and manage multi-station/multichannel environments, LandmarkOSI Cloud offers advanced functionality and tools for traffic, accounting and yield management in a more secure, flexible cloud-based environment.

As the group ran their initial tests on the product, they were excited to discover a number of things:

- There was virtually no learning curve. Users logged into their traffic system via a standard remote desktop connection and encountered recognizable screens and a familiar LandmarkOSI experience.
- The staff experienced no delays in logging on and, in fact, noticed significant performance improvements to almost every process.
- With all remote staff able to log directly into the cloud-based system — without a VPN connection — double work was significantly reduced and the timeliness of remote order and copy entry dramatically improved.

Business Value

After a test period, the group launched into the cloud marking one of the first fully cloud-based traffic and billing solution deployed in North America. Leveraging the latest virtualized, IP technologies, LandmarkOSI Cloud enables the station group to quickly scale to handle new content and deliver cross-platform services. The system has transformed the station selling model — empowering the sales team and traffic managers to work remotely and freeing the group from traditional tasks related to system management.

The group also uses LandmarkOSI Sales, a web-based research and proposal tool that offers immediate, real-time access to avails, packages, pending and report failures. This next-generation tool tightly integrates to LandmarkOSI Traffic & Billing, providing a completely cloud-based, end-to-end system for revenue management and streamlined process optimization.

With no hardware or software to install, the station group was able to simplify their environment and incur significantly fewer capital expenditures to get up and running. Ongoing costs related to maintaining the system — including database backups, virus and threat protection, server monitoring and OS patches — are also reduced. In addition, automatic upgrades to the latest software releases and failover services provided in the event of a disaster deliver invaluable peace of mind.

The LandmarkOSI cloud-based solution provides this customer with a more secure, centralized information hub for content management, sales, traffic and scheduling that optimizes inventory utilization and sales resources — enabling this community-oriented station group to focus on what it does best.

