



### The client

This family-owned media conglomerate has a wide range of outlets, including newspapers, television, radio, magazines and digital sites, among others.

**Industry:** Media  
(news and entertainment)

**Founded:** 1838

**Based:** Mumbai, India

### Solution elements

RWS Technology Services:  
Application Development  
Services and Support

## Automated solution turns advertising losses into revenue growth

### The challenge

Considered a leader in the printing and media industry, this Indian business works with more than 1,000 ad booking agencies that sell ad space across its various media holdings.

The company's system for booking ads was based on manual processes, making it not only inefficient and costly, but also prone to errors. The time and effort it took to book ads correctly caused many ad revenue opportunities to be lost, as booking agencies and advertisers lost interest, even with the incentive of deals and promotions.

### Choosing the right solution

This complicated, multinational media business needed a high level of automation and technological innovation to keep up with existing bookings and spur growth. They turned to RWS for a new ad booking system (ABS) that would solve all of their issues and integrate with their SAP system. RWS stood out for its extensive know-how in designing customized IT solutions for process automation, and facilitating system integration without disruption.

Another consideration was the fact that with 60+ years of experience in localization services, RWS understands the importance of building multilingual support into its solutions.

### The solution

The ABS developed by RWS significantly simplifies the booking, rescheduling and cancellation of ads. It allows advertisers to book ads for multiple editions more efficiently, includes a suite of templates for building ads, and supports the composition of multilingual ads – all of which delivers greater value to the booking agencies and advertisers. There's even a simple text editor to help agents instantly view the layout of ads on screen, reducing the potential for errors in copy and design.

## Automated solution turns advertising losses into revenue growth

The ABS integrates seamlessly with the existing SAP system, reducing costs and maximizing business efficiency. The integration enables automated invoicing and much better management of pricing, ensuring that all eligible rates, details and offers are automatically incorporated into the pricing structure in real time. The company can now easily launch and advertise promotions and packages, while still having the flexibility to manually apply discounts as needed.

### The results

The ABS has eliminated the obstacles holding the business back from growing its ad revenue, and sales started increasing soon after its deployment.

Automation has reduced human errors in ad booking and invoicing, and the new time-saving templates and integrated multilingual functions have made ad buying much more convenient and improved the whole customer experience.

The integration with SAP – achieved with a minimum of disruption – provides a level of financial control that makes the business much more flexible, responsive and efficient.

And the system also includes reporting that has increased the company's understanding of its ad business, allowing strategies to be refined over time.

### Key benefits of the custom ABS

- Increased revenue from a much easier ad booking process
- Fewer errors thanks to automation throughout the process
- Greater control over pricing and promotions
- New insight into ad buying patterns and the flexibility to respond with new strategies

### Technologies used

- MVC
- .Net Framework 4.5
- C#
- WCF
- WPF
- Linq
- SQL Server

## Discover more about our application development and support services [rws.com/application-and-development-support](https://rws.com/application-and-development-support)

### About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: [www.rws.com](https://www.rws.com)

© 2024 All rights reserved. Information contained herein is deemed confidential and the proprietary information of RWS Group\*. \*RWS Group shall mean RWS Holdings plc for and on behalf of its affiliates and subsidiaries.