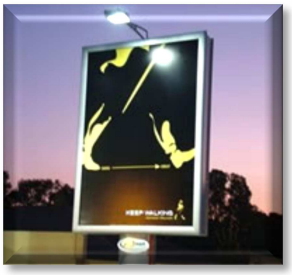
Workflow Management Solution in the Media Advertising Space



Client Overview

This media company was established in the late 90's and today boasts a network of more than 40,000 advertising signs across South Africa; making it one of the largest outdoor media players in the country. These sites comprise of mini billboards, illuminated mini billboards, temporary event ads, street pole ads, street name ads etc.

Our client is an entrepreneurial enterprise with a vision for the development of innovative outdoor media solutions. They are currently unrivalled as the fastest growing independently owned outdoor media group in South Africa.

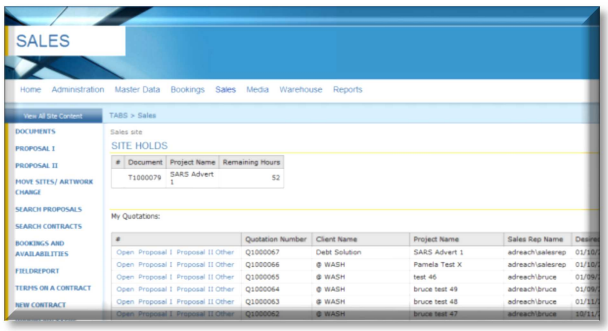
Problems and Challenges

Two systems were used by our client to manage their bookings. One system was responsible for managing bookings of Street Pole Ads and the other for booking of Temporary Event Ads. These systems limited in their systems framework and functionality which severely constrained the operation from running efficiently and effectively. Some of the key limitations were:

- Both systems used Microsoft Access as a database and were very likely to run into its limitations in terms of data size, performance and reliability
- Both systems were not workflow enabled. Spreadsheets were used to augment these systems in order to provide project statuses. These spreadsheets were not shared across multiple users, which meant the same information was being captured multiple times in each department
- Limitations in terms of the way the SPA system was designed, which caused the users to have to be inventive to work the system. For example, having to put special characters in front of street names in order to differentiate streets with the same names in different areas
- Our customer struggled to find the technical skills to maintain the two systems. This may have been the reason why the systems were not evolving in line with the organisation.

Solution and Result

DigiQuill designed, developed and implemented a booking system that focussed on our client's top priorities and needs:



- A system that covers the entire value chain i.e. sales, bookings management, media, warehouse departments and billing of contracts
- A system that integrates with our customer's financial system
- A system that improves productivity by getting rid of repetitive tasks
- A system that improves the sales process by improving the search mechanism of site availability
- A system capable of producing actual maps of different roads. This helps the Sales Representatives who often need to visually show clients where their signs might be installed
- A system capable of keeping history of all contracts and all system activity. The history is particularly important because sometimes the users need to refer to old data
- A system with notifications capability. These occur via email e.g. when a quote requires approval from the Sales Manager, a notification will automatically be sent to the that manager for action
- A centralised system that is accessible from all regions