

Choosing a New Order Management System Checklist

Is your company on the hunt for a new order management system? Finding a new solution for your business can be tricky, whether you're looking to replace the soon-to-be-discontinued Google DSM or trying to implement an OMS for the first time. Here's a handy checklist of the top 8 things you should consider when looking for a new OMS.

ACCOMMODATES ALL YOUR REVENUE SOURCES

Be sure your OMS has the flexibility to handle various types of incoming revenue streams.

- Direct sales
- Demand side platforms
- Automated programmatic platforms
- Ad networks
- 3rd party representatives

POWERFUL POST-SALES FEATURES

A great OMS should be able to manage the entire ad sales cycle. Look for features that can automate post-sale tasks to make your life easier.

- Reconciliation and invoice generation
- Reconcile 1st and 3rd party revenue
- Billing on actual delivery monthly / contracted monthly
- Yield analysis
- Customizable dashboards
- Normalization of advertiser accounts for consolidated revenue reporting across direct and programmatic sales

CROSS-MEDIA CAMPAIGN CAPABILITIES

If you have advertising campaigns running on multiple media formats, your OMS should allow you to propose, execute and invoice the entire campaign.

- Print
- Digital audio
- Digital
- Out-of-home
- TV
- Event sponsorships
- Radio

INTERNATIONAL SCOPE

Media companies with business across borders need to know that they can monetize their audiences and manage all of their business requirements.

- Ability to handle the international elements of your business
- Multi-language in the UI and within documents
- Handle multiple currencies
- Dedicated in-region support

ABILITY TO INTEGRATE WITH EXISTING SYSTEMS

We all have technologies that we use other than an OMS. These technologies serve different purposes, but it's crucial that they can work together. Check to see if they integrate with systems like:

- CRM: Salesforce, Zoho, Dynamics 365
- Display Ad Server: DFP, Smart
- Audio Ad Server: Adswizz, Triton
- Video Ad Server: FreeWheel, AppNexus
- Accounting and Finance: NetSuite, Sage, Oracle
- Yield Management: Yieldex, Rubicon
- Media Analytics: ad-juster
- Business Intelligence: STAQ
- Audience measurement: Nielsen, comScore

ARE THEY LEGIT?

Talk to media companies with similar challenges that have found success using an OMS. You may even find use cases you never realised were possible with a new OMS!

- Case studies
- Thought leadership
- Logos
- Financial stability
- Customer testimonials

A+ CUSTOMER SUPPORT

Ask what tools, training and support your OMS provider offers and the associated costs. Road bumps happen in any business, so you want to be sure their customer support teams can solve issues quickly and get you back on track!

- Phone support
- Online help documents
- Email support
- Training available
- After hours support

MIGRATION CAPABILITIES— FROM OLD TO NEW

Do they have experience in migrating from legacy systems? Is there a process in place for data migration making a seamless switch from old to new?

- Master data via API
- Import from financials
- Transactional data via API
- Product catalogs
- Import from CRM

To learn more about WO Digital Hub or to arrange a personal demo, contact us at DigitalSales@wideorbit.com or at (415) 675-6700