Order Management Systems

What Media Companies Really Want

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Executive Summary

This report summarizes a 2017 survey of media company professionals on their attitudes toward order management systems (OMS).

WideOrbit invited digital advertising operations, sales, and information technology professionals to take an anonymous survey on what they most value in an OMS, their experience with their current OMS, and their influence on technology adoption.

An initial qualifying question excluded respondents who said they were not familiar with order management systems.

Highlights

THE VAST MAJORITY OF ORDER MANAGEMENT SYSTEM (OMS) USERS ARE OPEN TO A SYSTEM CHANGE. Only 10% are certain to stay with their current OMS for the next two years.
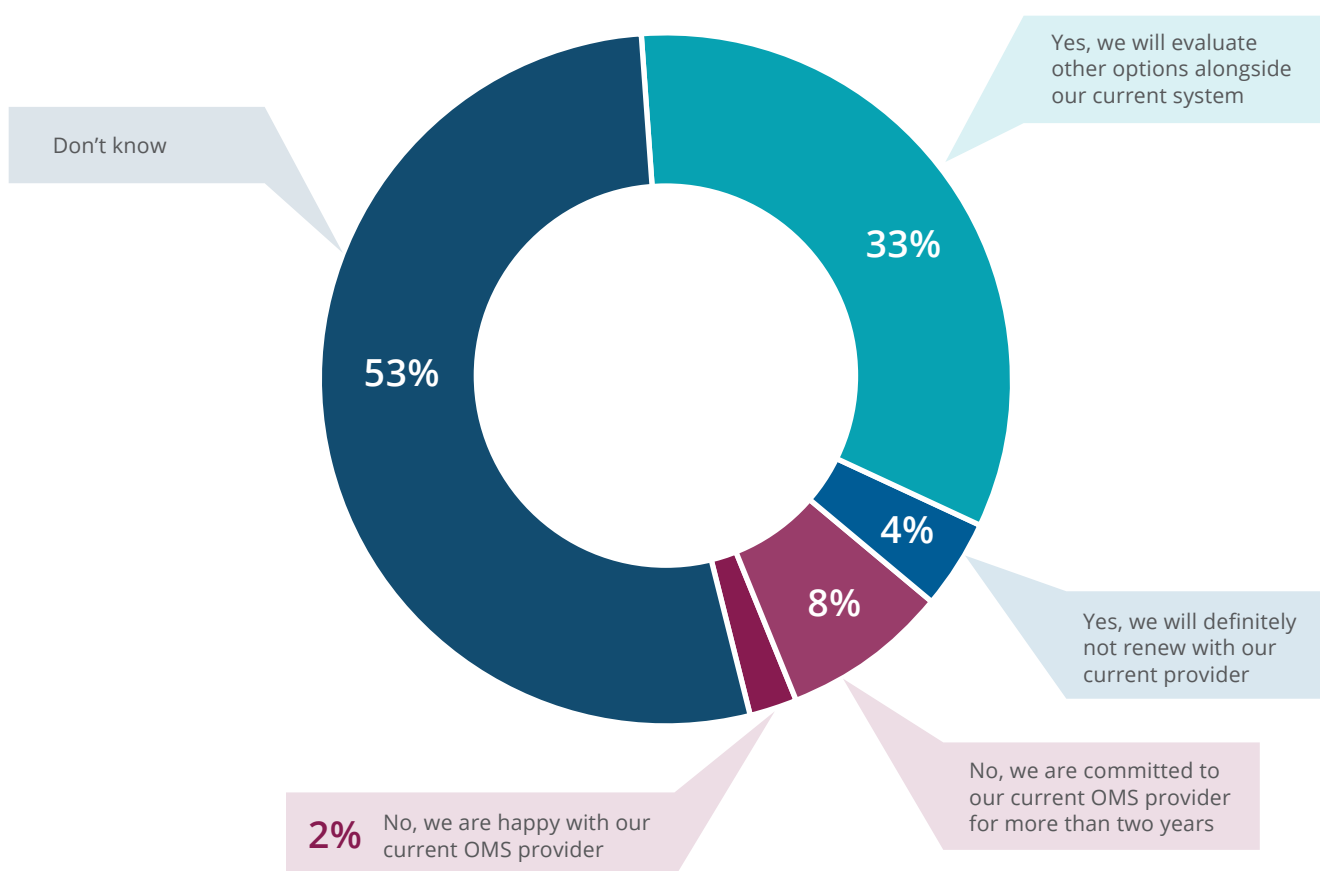
EASE OF USE AND IMPLEMENTATION ARE MOST IMPORTANT. As cross-screen marketing campaigns grow in popularity, their importance in OMS selection is still secondary to excellence in basic functionality and user experience.

POST-SALE ACTIVITIES, LIKE INTERFACING WITH ACCOUNTING AND EXECUTING ORDERS, ARE THE MOST IMPORTANT WAYS TO ASSESS OMS PERFORMANCE. It was less important for the OMS to have tools for enhancing inventory value.

Order Management System Selection Factors

Do you believe your company will consider replacing its current order management system in the next two years?

Yes, we will evaluate other options alongside our current system

Don't know

33%

53%

4%

Yes, we will definitely not renew with our current provider

8%

No, we are committed to our current OMS provider for more than two years

2% No, we are happy with our current OMS provider

These are changing times for order management users. Only 10% said they are certain to stay with their current OMS for the next two years.

If you were selecting a new digital order management system today, how important are each of the following factors?

Average rating based on assigning scores on a 1-5 scale (1 = Not Important, 5 = Extremely Important)

	AVERAGE SCORE
Ease of implementation	4.01
Ease of customization or configuration	3.96
Integrated billing that automatically generates invoices from the system	3.81
Total lifetime cost (startup + monthly fees)	3.72
The ability to sell and deliver against audience guarantees	3.62
Book and invoice digital ads and event sponsorships in a single order	3.50
Book and invoice digital and TV ads in a single order	3.19
Integration with TV traffic system	3.06
Book and invoice digital and print ads in a single order	3.03

OMS users want a system that is easy to set up and configure to match their workflows. The ability to book campaigns across different media types is less important, but this may also indicate that media companies operating in multiple formats may not have their digital publishing operations integrated with their other properties.

How important is it for your order management system to have the following product features?

Average rating based on assigning scores on a 1-5 scale (1 = Not Important, 5 = Extremely Important)

	AVERAGE SCORE
Sells and delivers against audience guarantees	4.14
Emails insertion orders and invoices directly from the OMS	4.05
Builds and runs campaigns that run on either an "owned" or third party site	4.00
Tracks upfront revenue commitments	3.83
Supports ad hoc packaging	3.80
Remote access from a mobile device (phone or tablet)	3.60
Integrates with TV traffic system	3.41
Integrates with ad agency ordering software like MediaOcean Prisma or Lumina	3.20

Tracking and fulfilling audience commitments are the biggest priorities for OMS users, along with the ability to manage communications with clients from within the system.

How important are these sales, operational and financial metrics for evaluating the performance of an order management system?

Average rating based on assigning scores on a 1-5 scale (1 = Not Important, 5 = Extremely Important)
'Don't Know' responses were not tallied.

	AVERAGE SCORE
Reduced time to close monthly revenue reporting	3.64
Reduced time to execute an insertion order	3.63
Reduced number of adjustments, make-goods or customer credits	3.60
Reduced aging of accounts receivables	3.48
Reduced ad operations costs	3.45
Inventory sell-through rates	3.37
Reduced RFP response time	3.36
Lift in average CPMs	3.35

In general, respondents are looking to their OMS first to support post-sales processes like accounting tasks and executing orders. Users are less likely to expect their OMS to accelerate sales workflows or make inventory easier to sell or more valuable.

When you select or recommend new business software for your company, how important are these factors?

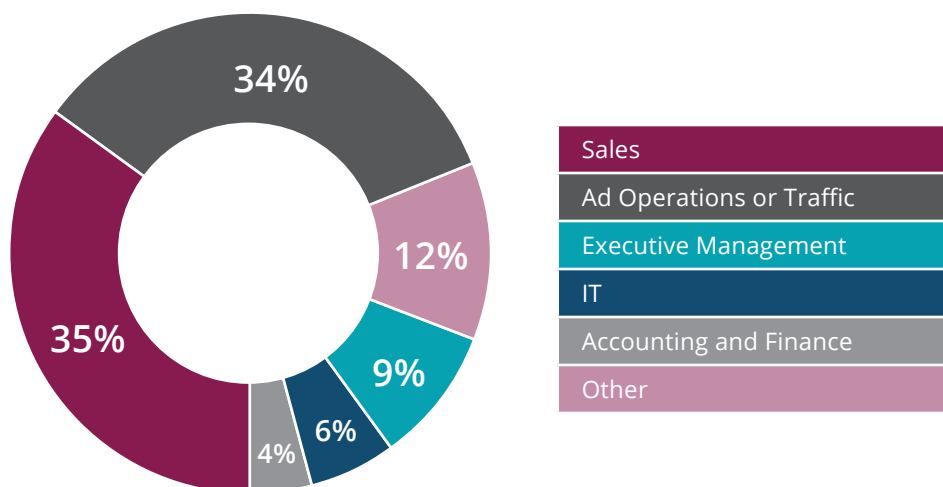*Average rating based on assigning scores on a 1-5 scale (1 = Not Important, 5 = Extremely Important)*

	AVERAGE SCORE
Ease of use; intuitive user interface	4.38
Vendor reputation for product development and innovation	3.62
Used by companies that I recognize and respect	3.24
Client testimonials from similar companies	3.19

Above all, our respondents want their OMS to be a great user experience. Successful OMS solutions will have development teams that understand customer needs and are able to convert that knowledge into a simple, intuitive user experience.
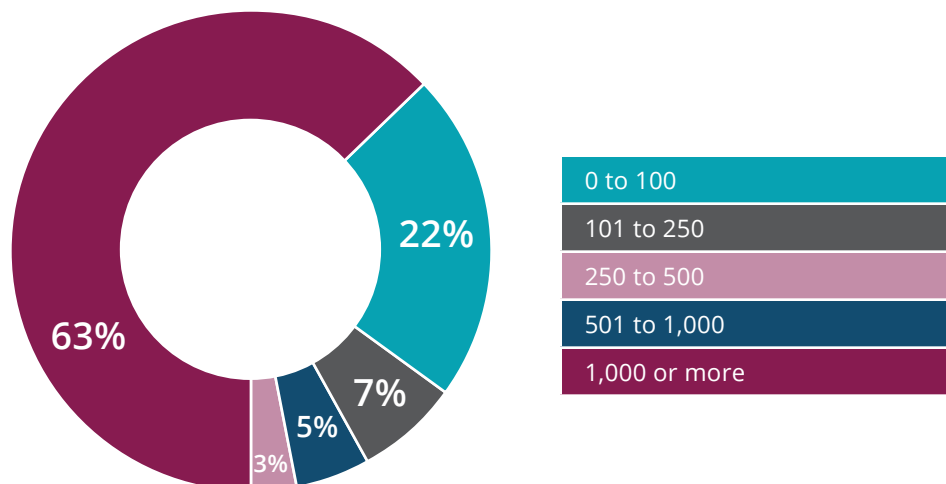
Respondent Composition

Survey respondents represented a broad cross-section of media companies and business roles impacted by order management system performance and capabilities.
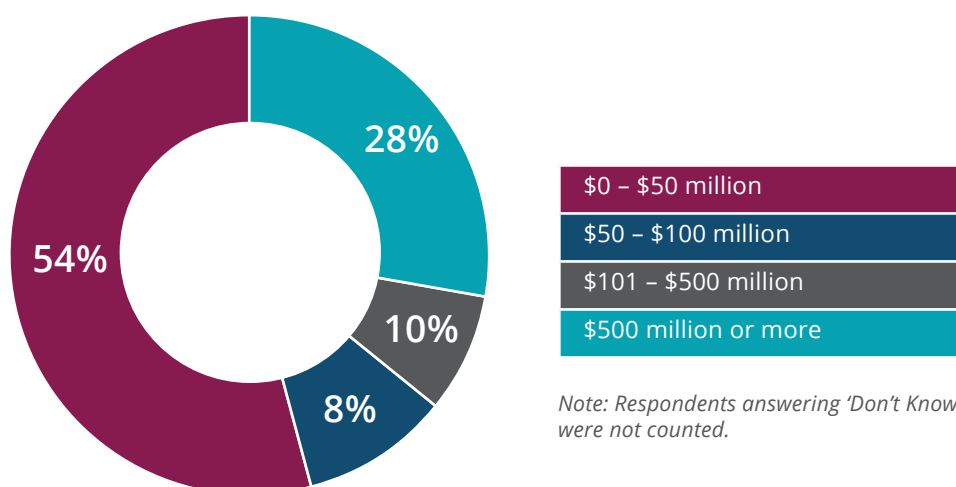
What function best describes your role at your company?

- 34%
- 12%
- 9%
- 6%
- 4%
- 35%

Sales	
Ad Operations or Traffic	
Executive Management	
IT	
Accounting and Finance	
Other	

How many people are employed by your company?

- 22%
- 7%
- 5%
- 3%
- 63%

0 to 100	
101 to 250	
250 to 500	
501 to 1,000	
1,000 or more	

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What was your company's approximate annual revenue in 2016?

- 28%
- 54%
- 10%
- 8%

Legend:
- $0 – $50 million
- $50 – $100 million
- $101 – $500 million
- $500 million or more

Note: Respondents answering 'Don't Know' were not counted.

How are you involved in the decision making about your company's business software, including order management systems? *(Check all that apply)*

User only, not involved in technology decisions

53%

Evaluate potential solutions

33%

Influence decision

30%

Recommend vendors

27%

Budget authority

9%

Approve final recommendation

9%

Getting Ready
for a Smooth Transition

Is your media company on the hunt for a new order management system? Do you know what capabilities you need to support today or what media types could become part of cross-screen campaigns sold by your team?

Here are some questions you may want to ask OMS vendors:

- How easily can we configure the software to accommodate our business situation — both today and where we hope to be in five years?

- What features will help us accelerate our post-sales processes?

- What software integrations do you support? Can we easily connect our finance and accounting packages?

- Can we easily propose, execute and invoice advertising campaigns that utilize multiple media formats?

- What's your roadmap for improving your technology?

- Will tools, training and support be provided?

We invite you to contact us today to find out what WideOrbit can do for you:

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METHODOLOGY

WideOrbit conducted an online survey of 1,055 professionals in January 2017. We received 77 responses, a 7.3% response rate, which is more than twice the industry norm for similar surveys.

Respondents were incentivized with an opportunity to win one of five $100 Amazon gift certificates and to be among the first to review the results of the survey.

SurveyGizmo was used to field the survey and collect data. Results were tabulated in March 2017.