WIDEORBIT

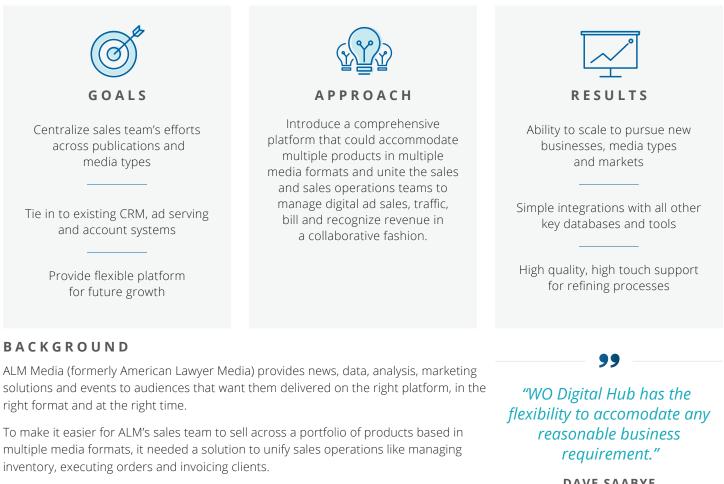# Simplifying Workflows Across Media Types, Products and Publications

THE COMPANY

ALM, an information and intelligence company, provides publications, data, analysis, marketing solutions and events to help its community of over six million professionals engaged in highly complex and regulated industries successfully manage their businesses. ALM customers use its solutions to discover new ideas and approaches for solving business challenges and compete to win through access to data, analytics and insight.

GOALS

Centralize sales team's efforts across publications and media types

Tie in to existing CRM, ad serving and account systems

Provide flexible platform for future growth

APPROACH

Introduce a comprehensive platform that could accommodate multiple products in multiple media formats and unite the sales and sales operations teams to manage digital ad sales, traffic, bill and recognize revenue in a collaborative fashion.

RESULTS

Ability to scale to pursue new businesses, media types and markets

Simple integrations with all other key databases and tools

High quality, high touch support for refining processes

BACKGROUND

ALM Media (formerly American Lawyer Media) provides news, data, analysis, marketing solutions and events to audiences that want them delivered on the right platform, in the right format and at the right time.

To make it easier for ALM's sales team to sell across a portfolio of products based in multiple media formats, it needed a solution to unify sales operations like managing inventory, executing orders and invoicing clients.

"We were having a really difficult time due to high turnover and lack of centralization. We had a centralized ad ops team, but a decentralized sales organization. Communication was hit or miss between these teams, even chaotic at times. Orders would be faxed, written by hand and left on desks, or emailed to individuals," said Dave Saabye, ALM's Chief Digital Officer.

> *"WO Digital Hub has the flexibility to accomodate any reasonable business requirement."*
>
> **DAVE SAABYE**
> Chief Digital Officer, ALM

"In addition, we had problem with historical information. Our CRM system wasn't well used. We had no master record other than our general ledger. We knew how much an advertiser bought, but not why they bought. At audit time, the auditors would pick orders and ask us to supply the audit trail. Responding was a laborious task."

THE APPROACH

Leverage a world-class order management system to build a centralized sales operation and unite revenue operations.

After looking at several options, ALM selected WideOrbit's *WO Digital Hub* as its platform for centralizing ad sales operations.

"We wanted a solution that sat above the ad server and could feed into multiple fulfillment environments. Our ad server provider highly recommended *WO Digital Hub* (formerly known as Fivia AdFront). We researched our options and found this had the firepower to meet our needs," said Mr. Saabye.

RESULTS

The platform also addressed new problems encountered along the way. It has the flexibility to accommodate any reasonable business requirement such as foreign currency requirements. Because we started investing in brands outside the US. *WO Digital Hub* was able meet these changes, and more.

WO Digital Hub is now a critical piece of ALM's technology ecosystem. It links to their CRM database, billing fulfillment systems supporting print publications, email service provider, primary ad serving provider, and exports out to the general ledger application. The challenge currently is getting other parts of the technology stack to be as malleable as *WO Digital Hub*.

Saabye singled out WideOrbit's training and customer service teams for praise, too. "WideOrbit helps us solve problems as our business continues to evolve. We feel well-supported. We're not put through an automated support channel. We have named people we can turn to. WideOrbit understands who we are and what our business is and represents."

"And we ace our audits because we can now easily reconcile sales activity and actual fulfillment against our accounting software. Because of WideOrbit."

ALM'S TOP THREE REASONS TO CHOOSE WIDEORBIT

1 Centralization

"*WO Digital Hub* changed the way our teams and processes worked by instilling structure and organization to both."

2 Flexibility

"We've found that *WO Digital Hub* has the flexibility to accommodate any reasonable business requirement."

3 Customer Support

"WideOrbit's partership doesn't end at implementation. They continue to help us solve problems as our needs evolve."

Learn more about *WO Digital Hub*

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