



DAVE SAABYE
Chief Digital Officer at ALM

“WO Digital Hub has the flexibility to accommodate any reasonable business requirement.”



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.

OBJECTIVES

- Centralize a sales team producing ad revenue across multiple publications and media types
- Tie in to existing systems, including CRM, email, ad serving and accounting
- Provide a flexible platform for future growth

SOLUTION

A comprehensive technology solution for managing digital ad sales and inventory, trafficking, billing and revenue recognition.

RESULTS

- Simple integration with all other key software packages used in ad sales and invoicing workflows
- Ability to scale and deploy to pursue new businesses, media types and markets
- High quality, high touch support for refining processes and building new businesses

Simplifying Ad Sales Across Media and Publications

How a publisher with multiple products, media and ad teams used its order management system to take control of its ad business

THE CHALLENGE

Centralize ad operations for a multiplatform publisher selling ad space in multiple properties and media types.

ALM Media (formerly American Lawyer Media) offers marketing services and publications for professionals in the insurance, finance, legal, management consulting and commercial real estate markets. ALM 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.

“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 SOLUTION

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.

"WideOrbit solved our immediate problems very well. *WO Digital Hub* changed the way our teams and process worked by bringing structure and organization to them. It helps us fulfill digital advertising across multiple digital environments."

"The platform has also addressed new problems we encountered along the way. We've found it has the flexibility to accommodate any reasonable business requirement. For example, we now have 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 a critical piece of our technology ecosystem, even though we don't use it as an end-to-end solution. It's linked to our CRM database, billing fulfillment systems for our print publications and for events, our email service provider, primary ad serving provider, and exports out to our general ledger application. When we're challenged, it's because other parts of our technology stack aren't 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."

“WideOrbit understands who we are and what our business is and represents.”

ALM's Top Three Reasons To Choose WideOrbit

- CENTRALIZATION**
"WO Digital Hub changed the way our teams and process worked by bringing structure and organization to them."
- FLEXIBILITY**
"We've found that WO Digital Hub has the flexibility to accommodate any reasonable business requirement."
- CUSTOMER SUPPORT**
"WideOrbit helps us solve problems as our business continues to evolve"

WIDEORBIT

For more information, contact
[Adele Pellicane](mailto:apellicane@wideorbit.com)
apellicane@wideorbit.com
646-661-7608