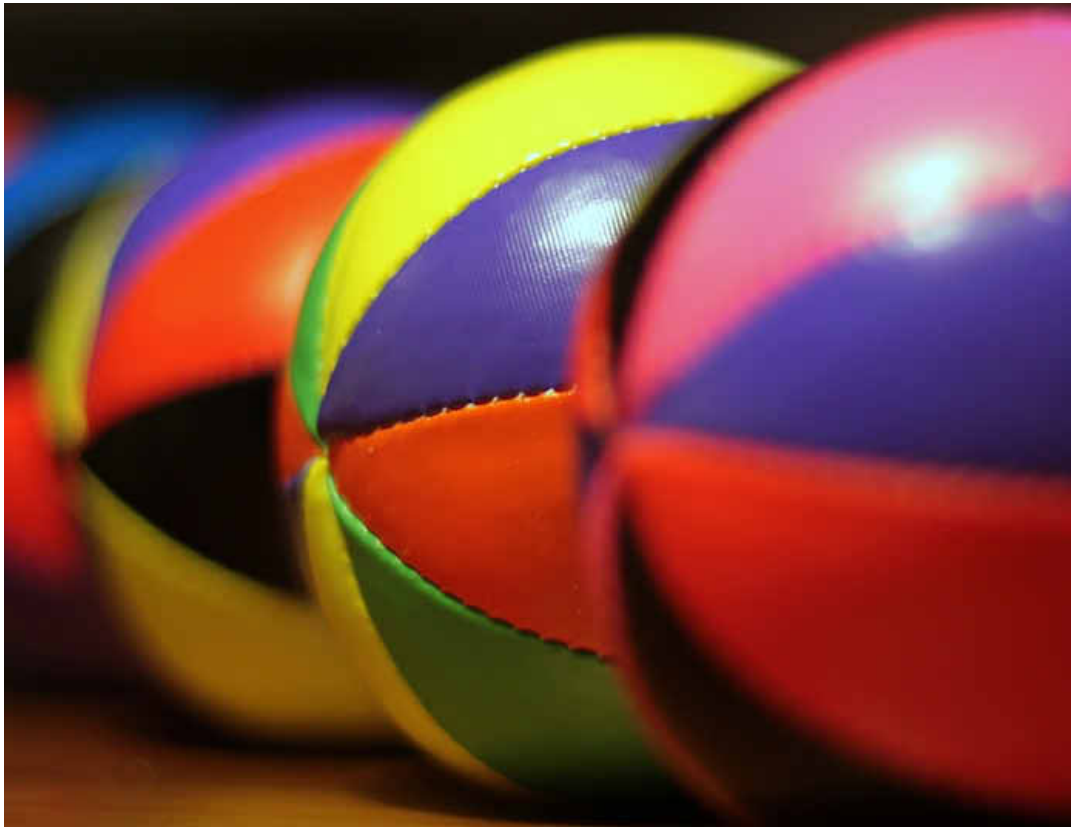




## AdX and SAP IS-M/AM

Multimedia Ad Solution for a Clear Overview



New media channels require innovative solutions. Whatever the channel – whether print, online or mobile – display ads are the key element in the value added chain and offer publishers great economic potential. By integrating SAP's ad management system IS-M/AM in the AdX user interface, the Adserver is directly integrated in the workflow, giving it an even clearer structure and making it much more efficient. For example, up to now, ad sales staff frequently only used one medium. By integrating different kinds of media in a web-based software application with an intuitive user interface, ad sales staff advance from being specialists in one medium to cross-media campaign managers with a comprehensive overview.





## ppi Media and SAP – a strong partnership

ppi Media and SAP offer one of the most professional solutions on the advertising market. All booking and production-related tasks are optimally integrated and coordinated: ads can be entered, managed, produced and billed in a single process. What was hitherto possible for print only is now multimedia and is characterized by remarkably simple processes from installation to operation.

## AdX – intuitive processes in the ad workflow

The integration of input fields from the ad management system SAP IS-M/AM in the AdX GUI creates a new, flexible, multimedia ad workflow. After ad spaces have been checked for availability, the campaign sales staff place the ads at the required position in the different media. Important booking

data is entered in AdX. Pricing is done in the SAP system, which is running in the background during the entire reservation and booking process. After this the ad can be booked. Placement of ads, pricing and booking are merged into one clear and simple workplace on one user interface. And a specialist in ad sales for one medium becomes a cross-media campaign manager. The same tools are used to enable ad management of the display ads and their transfer to the Adserver. And experts in ad sales for one medium become experts in multimedia campaign sales.

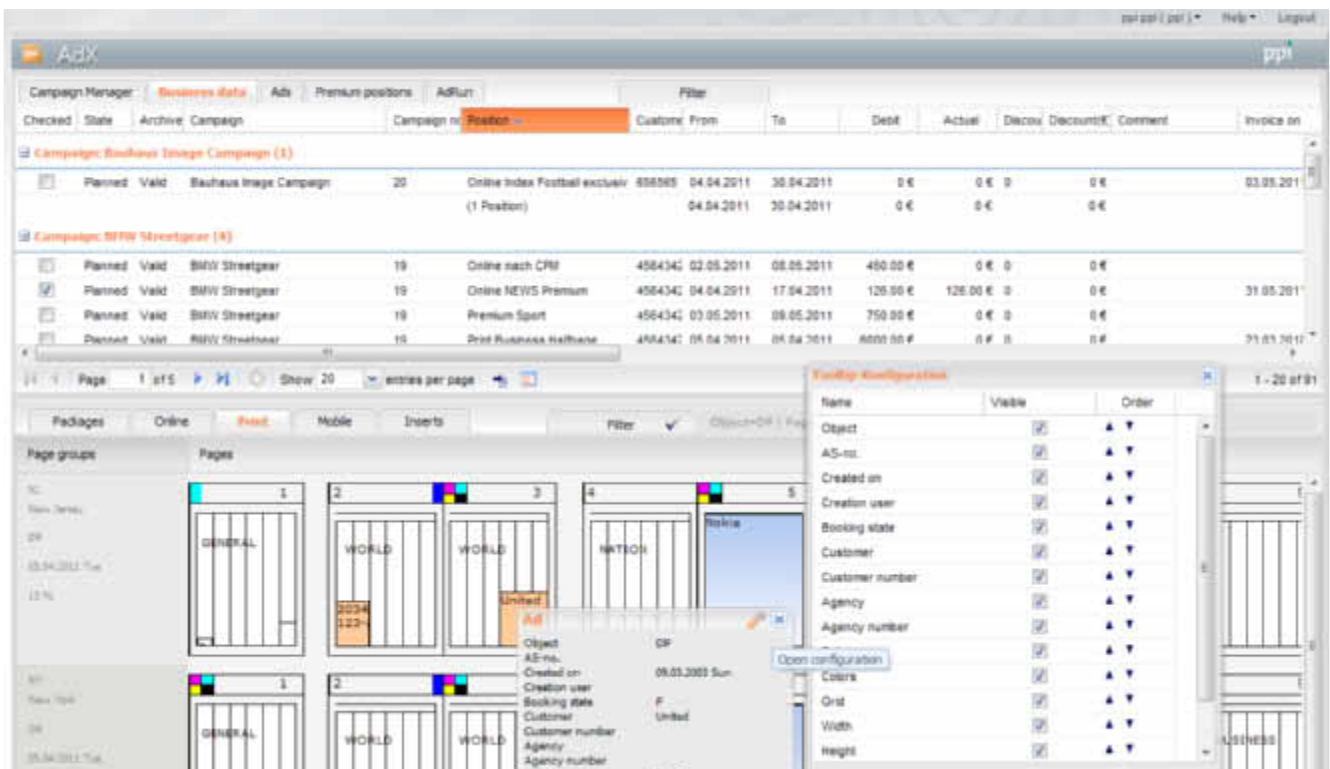
## Keeping track

AdX offers campaign sales staff an all-round view so that they can keep track of the vast number of ad spaces, especially in online and mobile advertising. On an intuitive, dynamic user interface, all ad spaces are displayed clearly in their specific medium. Highly

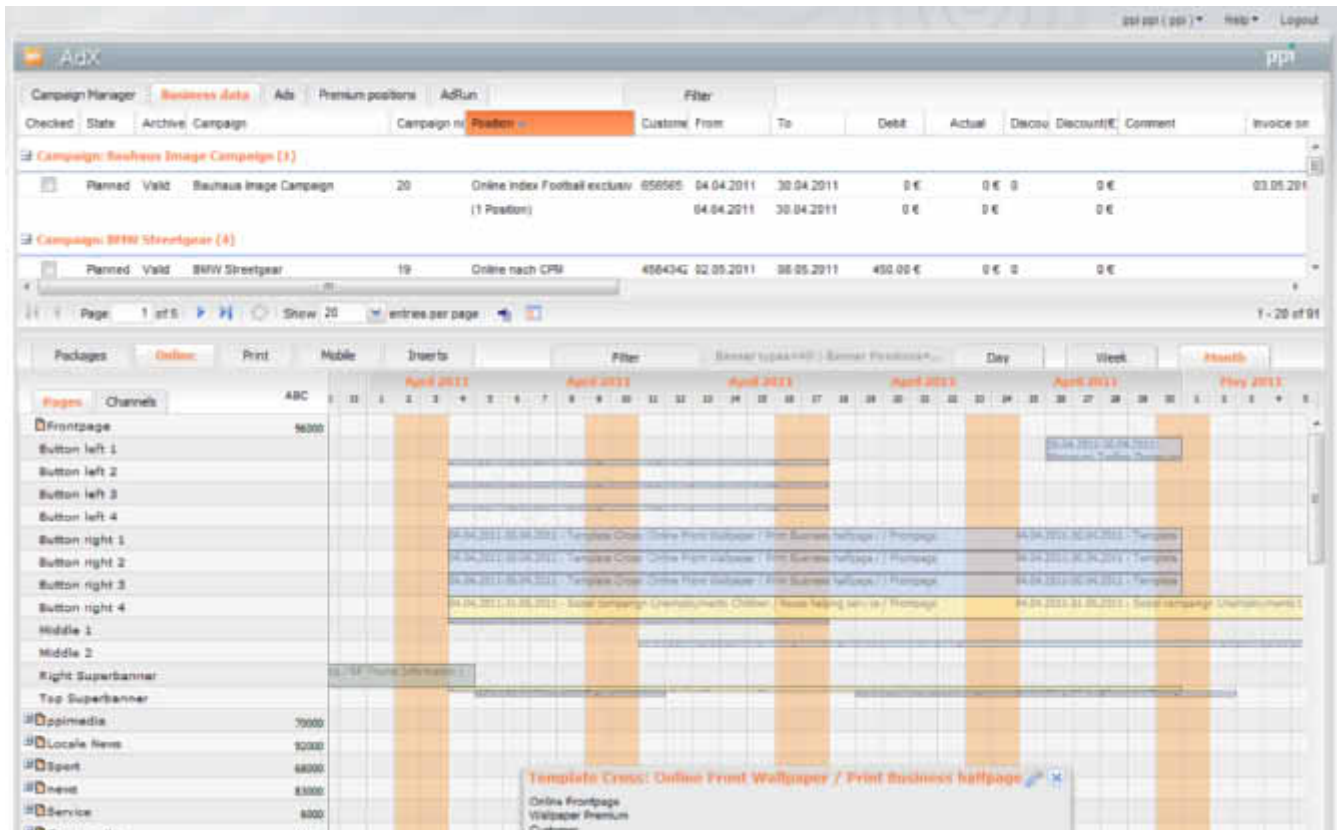
coveted premium positions in particular can be easily managed like this. The individual spaces are assigned booking data by the ad server, which is also integrated in the ad workflow via AdX. All the information on a specific ad space can be accessed centrally and coordinated with the ad customer.

## Upselling – added value through additional revenue

The multimedia display of free and occupied ad spaces enables campaign managers to create added value for ad customers through interesting additional options. Processes that were previously complex can now be performed intuitively due to the user-friendly GUI, the integration of SAP IS-M/AM and reducing operation to a single process, while training times for both new and experienced employees are reduced to a minimum.



Keeping track: the AdX page dummy.



The online planning board in AdX – clear, intuitive and modern.

### Cost-efficient and flexible

In an increasingly dynamic advertising market, it is essential to create smart, cost-efficient and uncomplicated software solutions. AdX is a streamlined, browser-based solution which, apart from its practical benefits, is easily installed without client installations and requires minimum customizing. From ordering to booking involves only a few steps in AdX.

### Complex processes made easy

AdX is not an ad booking system. SAP IS-M/AM runs in the background during the entire reservation and booking process and is responsible for the complex commercial processes. The master booking data is still customized in SAP, but AdX uses SAP's know-how, makes it easy and integrates the processes on

a browser-based user interface, compressing their contents and presenting them in a simple and user-friendly manner.

### Highly integrated in existing IT infrastructures

AdX is modular and can be used for one specific medium or as a combined media solution. All versions can be easily integrated in a publisher's existing IT infrastructure. As an expert for print, ppi Media has created a flexible ad workflow which is highly integrated in the existing workflow and which also meets complex requirements from the classic media, for instance the multimedia distribution of coveted premium positions in a central reservation solution.

### Data input – in future an intuitive process

The central booking and reservation of print ads and online and mobile banners in one booking mask with integrated SAP fields is only the first step. In future, it will be possible to place ads directly in the page dummy. Booked ads are dragged onto the respective newspaper page in the desired format. A booking mask which already contains placement information on the object can then be opened with a click of your mouse. Ads can therefore be entered and reserved in visual mode within a very short time.

## How you benefit



- **Innovative ad workflow: booking, pricing and placement of ads in different media in a single process.**
- **Smart, browser-based solution without client installations and minimum customizing in a simple installation process.**
- **Modular solution with flexible upgrade options.**
- **Intuitive, smart GUI with integrated SAP IS-M/AM functions for easy multimedia editing.**
- **Minimum training times through intuitive operation and easy-to-learn functions.**
- **Multimedia presentation of free and occupied ad spaces.**
- **AdX integrates your commercial processes to the Adserver.**

ppi Media GmbH  
Hindenburgstraße 49  
22297 Hamburg  
Germany

Tel: +49 40 22 74 33-60  
Fax: +49 40 22 74 33-666  
info@ppimedia.de  
www.ppimedia.de

© 2012 by ppi Media GmbH

ppi Media US, Inc.  
Chicago, IL  
USA

Phone: +1 855 828 0008

ussales@ppimedia.com  
www.ppimedia.com

ppi

