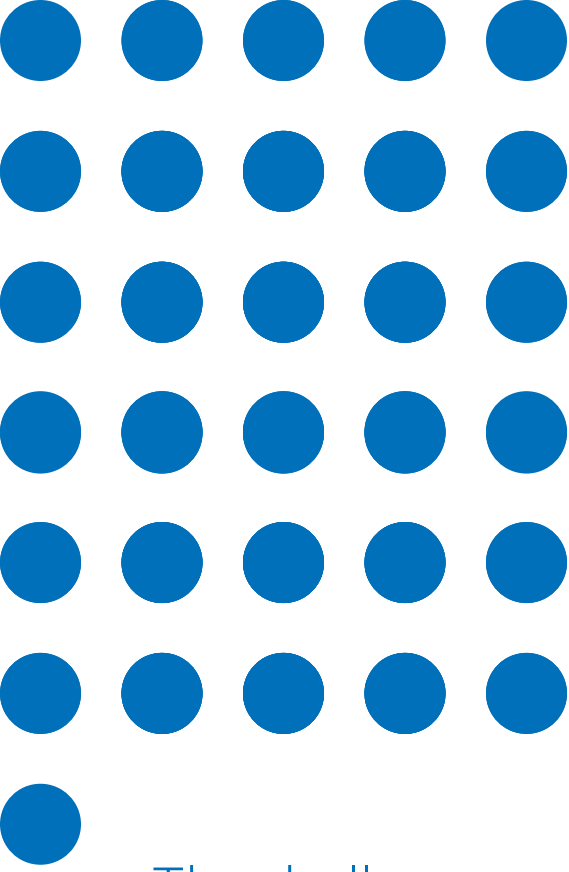# ingenta

Case Study

Schibsted Norge consolidates
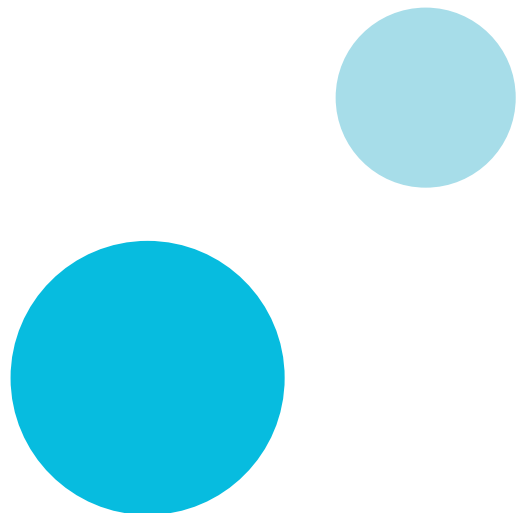advertising management
process with Ingenta Advertising

Schibsted Norge (previously known as Media Norge) is a fully owned subsidiary of the Schibsted Media Group and the largest publisher of newspapers in Norway, with over 150 publications published at four sites nationwide.

The challenge

In a bid to overcome the complexities presented by four different advertising booking systems within Schibsted Norge's various publishing centres throughout Norway, an internal review was conducted with the aim of securing one umbrella advertising management system for all centres, based in Oslo. Alongside the replacement of the ad booking systems, Schibsted Norge also intended to replace and centralise both their production and planning systems.

"Of all the systems we reviewed, Ingenta Advertising most closely matched our ambition to create a single, seamless advertising management system,"

Rune Nilsen,
IT Manager Ad Systems

The solution

Designed and produced specifically for the publishing industry, Ingenta Advertising (previously known as ad DEPOT) is an integrated cloud solution for advertising sales, order processing and billing. It allows users to sell and track digital and print ads for all its publications in a single system.

"A fundamental reason we opted for Ingenta Advertising is the remarkable flexibility of the system architecture – it allows us to integrate the best software for our business requirements into one cohesive solution, and the 'plug and play' type capability means we're not tied into any other system architecture, software or specific functionality for life, so we can adapt as our business demands." comments Rune Nilsen, IT Manager Advertising Systems at Schibsted Norge.

Established in June 2009, Schibsted Norge is a merger of several Norwegian media houses and an online classifieds site. According to Nilsen, following the merge it had been working towards implementing several shared, consolidated systems across the regional offices: **"We had already put an editorial system in place and the next natural step was to consolidate our advertising systems so that we could streamline our workflows and automate a lot of tasks that were performed manually, whilst also improving on the existing functionality."** With a variety of national and regional newspapers, another fundamental feature for Schibsted Norge was that the software could be deployed remotely to the geographically dispersed locations of their regional offices. The browser-based system architecture of Ingenta Advertising makes it ideal for fast deployment at multiple locations such as this, ensuring a smooth and efficient switch over process.

The results

An undoubtedly valuable improvement brought by Ingenta Advertising is the leverage of an integrated advertising sales process across Schibsted Norge's portfolio of publications. **"Of course we want to maximize our advertising revenue and we think the new system will help us do that by improving our ability to sell advertising packages and cross-sell across our newspaper titles,"** says Nilsen. **"The new system makes the process much more seamless as sales staff have access to reliable, real-time inventory information, seeing exactly what spaces and positions are available within each publication at any given time."**

"By working closely with the team at Schibsted Norge and gaining an in-depth understanding of their business we have been able to provide them with an optimal solution", comments Paul McKinley, Director of Ingenta Advertising Products, **"It's important to us that we not only fully accommodate our customers' needs, but also deliver solutions that sur-pass previous experience and expectations."**

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