

CASE STUDY

# APPLICATION DEVELOPMENT DIGITIZED BILL SHARING PLATFORM



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## About Client

A leading media and print publisher reduce turnaround time by 45% and benefits from cost savings up to 30% by digitizing interactions between publishers and advertising agencies.

## The Challenge

Advertising is the primary source of revenue for most media organizations (print, electronic and online), including our client, one of India's largest media organizations and publishers of one of the world's largest circulated newspapers (2.5 million copies daily).

The advertising ecosystem comprises of three main entities – publisher, advertiser, and the advertising agency. Despite large-scale digitization, some interactions between these entities continued to remain manual, particularly concerning the exchange of billing data and evidence of an advertisement being published (known as voucher copy). The hard copy exchange of bills and copies caused several manual errors and delays, thus leading to inefficiencies and cost overruns.

The industry body INS (Indian Newspaper Society) encouraged several media houses and agencies to digitize their interactions to overcome these inefficiencies.

## CCS Solution

CCS designed and developed a platform for the client that is highly scalable and extensible. The platform has built-in intelligence to provide role-based access to different actors within an advertising agency. It enables them to carry out transactions such as search, view and download bills, make partial or full payment (online) against one or multiple bills, and more. The application also seamlessly integrates with the publisher's backend ERP system and can integrate with other external systems such as Active Directory of both publishers and agencies.

## Business Impact

- Turnaround time reduced by 45%.
- Cost savings of up to 30% for both publishers and advertising agencies
- 24\*7 access to the platform, instant generation of softcopies of published ad upon finance approval of bills, allowing agencies to view/download immediately





- Highly scalable and extensible - Platform has the ability to onboard multiple publishers and agencies and can be made available either as on-premise or SAAS model
- Built using state-of-the-art technology stack, thus futureproofing it from technology advancements

## Technologies Used



### CORPORATE OFFICE

39/5173 - D, K C Abraham Master Road,  
Panampilly Nagar, Ernakulam, India

### DEVELOPMENT CENTER 1 & 2

1st & 4th floor, Lulu Cyber Tower 1,  
Infopark, Kakkanad, Cochin 682030, India

### DEVELOPMENT CENTER 3

Erayilkadavu, Kottayam  
Kerala 686 001, India



**CCS**  
technologies