



## CBS Outdoor use uniPaaS to Manage Thousands of Advertising Spaces across the UK

*"With uniPaaS we were able to fulfill our ever-changing business requirements; increase our customer satisfaction and position ourselves as a true market leader. I do not believe there is any other technology that could have helped us achieve this in such a short period of time."*

**Dan Read, IT Director, CBS Outdoor**

### CBS Outdoor

CBS Outdoor is the market leader in mobile advertising solutions. Their range of media and sponsorship opportunities on transport networks across the UK are proven to be effective for driving sales, increasing footfall, and raising awareness for a wide range of clients, products and businesses. From traditional poster formats to cutting-edge digital innovations, CBS Outdoor has the most captivating and welcomed environments of all media. With creative and bespoke solutions available on the London Underground, Buses, National Rail, Docklands Light Railway and Tram, advertisers can access valuable and increasing audiences on a regular basis.

CBS Outdoor has expertise in all branches of advertising, but globally its key strengths are in transport advertising, billboards and indoor displays.

With its inspiring combination of flexible messaging, sensitive targeting and pioneering Digital technology, CBS Outdoor offers brand owners the tools they need to access the audience they want with the right message at the right moment.

### The Challenge

CBS Outdoor has long been a proponent of Magic Software and has been using eDeveloper for the last decade. With the advent of Magic Software's uniPaaS, CBS Outdoor saw new opportunities to broaden the scope of their initial IT investment.

The challenge for CBS Outdoor was to create a Campaign Registration and Management System that could control their unique business operations, while remaining adaptable to changing industry requirements. The system needed to be easily configurable, but more importantly be written to automatically allocate advertising resources. At CBS, advertising spaces are categorized according to a number of socio-demographic and geo-demographic factors, which aid in the best placement of advertising campaigns. The challenge was to create a system that could automatically allocate these resources through in built algorithms based on smart business KPIs.

### The Magic Software Solution

Powered by Magic Software's uniPaaS, CBS Outdoor created a Campaign Registration & Advertising System that:

- **Automatically assigned** advertising resources based on the correct socio-demographic and geo-demographic requirements of their customers
- Intuitively assigned marketing space **to avoid duplications** and maximized exposure
- Built in flexible smart business KPIs that were **easily adaptable** to changing customer and industry requirements.
- Provided a **seamless route to the Cloud** expanding the use of the application across the mobile workforce
- **Incorporated** the scheduling, rotation, and allocation of advertisements. As well as the design and layout, production and posting of advertising campaigns

**In a nutshell uniPaaS provided an end-to-end application solution that proved adaptable, flexible and cost effective, while also opening the window to future changes and Cloud based deployments.**

# Case Study



## The Value of Magic Software Solution

Through the use of Magic Software's uniPaaS Solution CBS Outdoor were able to reap the benefits of a RAD (Rapid Application Development) solution, while remaining open to the features and benefits of Cloud computing.

**uniPaaS** provided initial **cost savings in both development time and resources required**; however the real benefits were felt once the initial application was built.

**uniPaaS** proved to be **an extremely agile and highly flexible solution** that allowed CBS to **make quick development changes** with their existing application. Pre-built business processes could easily be reconfigured to fit changing industry and customer requirements.

In addition, with the rise of the Cloud, uniPaaS has provided CBS Outdoor with an agile gateway that can help advance the use of their application across multiple departments, making it **highly mobile**. Staff responsible for fitting advertising medium will soon be able to view job requests on the move, have access to important fitting requirements and be able to feed data back into the system for future campaigns.

## About Magic Software Enterprises

Magic Software Enterprises Ltd. (NASDAQ: MGIC) is a provider of application platform, and business and process integration solutions. Magic Software has offices in 10 countries and a presence in over 50, as well as a global network of ISV's, system integrators, value-added distributors and resellers, consulting and OEM partners. The company's award-winning code-free solutions give partners and customers the power to leverage existing IT resources, enhance business agility and focus on core business priorities. Magic Software's technological approach, product roadmap and corporate strategy are recognized by leading industry analysts. Magic Software has partnerships with global IT leaders including SAP AG, Salesforce.com, IBM and Oracle. For more information about Magic Software Enterprises and its products and services, visit <http://www.magicsoftware.com>.

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