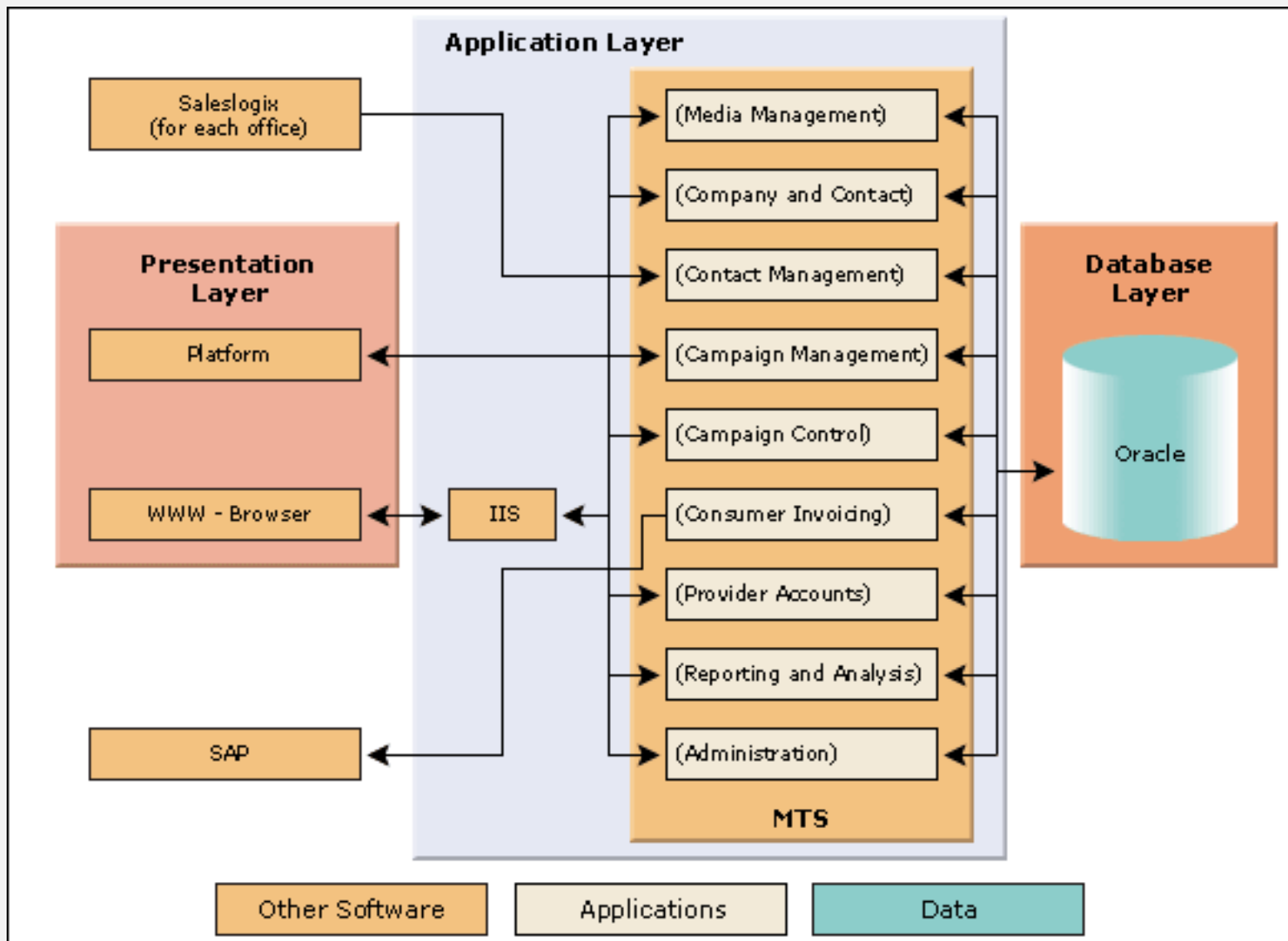


Integrated Media Advertising System (IMAS)

With the growth of Internet technology, online advertising (on web sites) is being resorted to on a large scale by business houses, to promote their services and products. Ramssoft Software has been retained by a global advertising conglomerate to develop an 'Integrated Media Advertising System' to fully automate all the activities concerned with the booking/purchasing, planning and releasing of advertisements on the web.

Highlights:

- Web based workflow solution
- Total OOAD approach
- Scalable architecture
- Data exchange with SAP and Saleslogix



Web publishing and Web advertising are the two main areas of activity that come under the purview of online advertising. Web publishing is concerned with the design and implementation of Internet, Intranet and Extranet applications/sites, while Web advertising deals with the planning, placement and tracking of advertisements and the management of the virtual

advertising "space" on the web. Web advertising typically involves two players ; the "providers", who focus on selling the placement opportunities on their web sites based on the sites popularity and traffic, and ; "advertisers" who wish to place advertisements on these web sites.

The pace of progress in Internet technology and the developments in the Web advertising environment has necessitated greater coordination, interaction and synchronization between the processes followed by them. The need for a flexible, scalable, adaptive, integrated and interactive system is critical to exploit the business opportunities in the Web advertising market.

The objective of this first phase is to provide a common platform and application that would facilitate smoother co-ordination, effective interaction and synchronization between these processes. This is the first step towards the long-term vision to build an effective Online Marketing information and control system.

Technical Information	
Technology	- Thin-client - Three-tier architecture
Methodology	- Object Oriented Analysis and Design
Environment	- Active Server Pages 2.0 - HTML, Javascript - Visual Basic 6.0 - MS Internet Information Server 4.0 - MS Transaction Server 1.0

The major processes involved in the entire business cycle and their functionalities are –

- Company and Contact Management** – Maintaining and managing all data pertaining to the advertiser, advertising provider data, and contact data within them
- Media Management** – Media evaluation, planning and performance monitoring
- Campaign Management and Control** – Advertiser order management, placement performance monitoring
- Advertiser Invoicing** – Billing the advertisers for advertisements placed
- Reporting and Analysis** – Preparing MIS and decision support reports and analysis
- Office Management** – Managing all activities, assigning roles and monitoring

Execution road-map

A team of two senior business analysts from Ramsoft worked along with the client to understand the domain and the requirements in detail. This was well documented and validated by the client. These analysts together with a senior Project Manager and a database specialist worked on the detailed design at Bangalore. A design review was held at the client's facility wherein end-users, domain specialists and technical personnel participated to refine and validate the design. The team then began development of the solution from Ramsoft's development complex at Bangalore. At the same time, a detailed test plan and strategy was drawn up by Ramsoft and verified by the client. The application then underwent rigorous testing at Bangalore with over 150 different test cases. This was followed by extensive on-site testing at the client's facilities in preparation for going 'live' on their intranet.