

ESI Media partners with Lineup to optimize multi-channel capabilities



The commercial division of the *London Evening Standard* and the *Independent*, deploys Lineup Systems' Adpoint solution to support multi-channel sales growth and increase operational efficiencies.

ESI Media, a UK publisher and owner of the *London Evening Standard*, the *Independent* and *London Live* brands, has gone live with Adpoint, the world's leading advertising sales platform, from Lineup Systems. The move sees the retirement of several disparate legacy systems in favor of a fully-integrated single system solution across its multi-channel media ad operations.

The newly-installed Lineup Adpoint platform handles CRM, ad booking, finance and reporting operations for the *Evening Standard*, across all of its

print, digital and events businesses, with a monthly cross-platform UK reach of 23 million adults and the *Independent* online with 95 million global browsers monthly.

"There were several major factors that drove our decision to deploy Adpoint," said Rich Mead, Group Operations Director at ESI Media. "We are seeing great success and growth in multi-channel media sales offerings, but our existing systems were developed when it was a single channel world. Data was fragmented and involved considerable workarounds to deliver robust business and sales intelligence. With Adpoint, we now have a fully integrated cross-media solution and revenue perspective throughout ESI operations that will reduce administration time per booking and has expanded our sales capabilities overnight. With Adpoint being cloud-

based, we are also no longer tied to our building and can get our sales teams out to see customers more."

Michael Mendoza, CEO of Lineup Systems said, "ESI Media is an incredibly progressive company. With our Adpoint system we have given them the platform agility that will take them to the next stage evolution in multi-channel sales and be faster and more efficient throughout the lead-to-billing ad process. We are delighted that they chose us as their preferred partner."

Rich concluded on the recent deployment, "Delivering system deployments on this scale and complexity is not easy. We have not only done this smoothly, but also on schedule and on budget. A really great achievement for everyone involved at both ESI Media and Lineup."

ABOUT LINEUP SYSTEMS

Lineup Systems is the leading provider of media sales technology and our cloud-based system, Adpoint, is the world's #1 media sales solution. International customers includes Gannett, News UK, Time Inc. UK, News Corp Australia, Amedia, JP Politikens Hus, Groupe Rossel and De Persgroep, among others.

For more information Email: sales@lineup.com Visit: www.lineup.com