russmedia

How Adpoint streamlined operations and centralised data for European publishing leader Russmedia.

With roots in the publishing industry dating back more than a century, today **Russmedia** is one of the most progressive media companies in Europe, with headquarters in Austria and subsidiaries in five European countries.

Russmedia's titles focus on regional and vertical niches within a portfolio consisting of two daily newspapers, six weeklies, more than 40 online portals and apps with 115 million visits and 1.2 billion page views per month.

The innovative spirit of Russmedia runs through the entire business. This spirit drove the organisation's decision to streamline its entire media sales management system, reinforcing its position as a market leader.

CHALLENGE

- Siloed technology platforms created inefficiencies
- Outdated legacy system posed a risk to the business
- Disparate data led to lack of visibility around metrics

SOLUTION

- Consolidated disparate platforms into one powerful solution for multiple business units
- Adopted a secure, modern system with customised functionality
- Centralised data in one location, while managing different levels of visibility with ease

RESULT

- Complete omnichannel solution streamlines operations and improves data hygiene
- User-friendly software increases speed of employee onboarding
- Mobile app enables staff to work from anywhere

40+ online portals & apps

6 weekly newspapers

2 daily newspapers

1.2bn page views per month

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CHALLENGE

Legacy technology failed to keep pace with Russmedia's innovative spirit

Russmedia needed a state-of-the art media sales system that could enable it to easily manage ad placements in its broad suite of products. The company faced three main challenges that led to its decision to look for a new technology solution, which all became exacerbated as Russmedia began to add more products to its suite of offerings.

First, employees were working in different systems. For example, Russmedia had two systems to oversee digital media products and another system to manage finances. This caused unnecessary inefficiencies.

Second, the legacy system Russmedia was using for media sales posed a significant risk because it was outdated and did not have any vendor support, as the company that built the software no longer existed. This also meant updating the system was difficult.

Third, Russmedia was collecting and storing data in multiple places rather than in one centralised location. As a result, getting accurate data on the revenue generated by various products and customers was a complicated process.

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DISCOVERY

Partnering with a fellow media industry trailblazer

Russmedia was looking for a market-leading vendor to help the organisation streamline advertising order management, and consolidate disparate systems and data into one powerful technology solution.

"There aren't many vendors on the market that specialise in this field. We didn't want to work with a small vendor. We also needed a solution that offered a web-based interface," says Markus Raith, Managing Director at Russmedia.

In addition, the company had specific requirements for software that offered flexibility around building product bundles, and granting or withholding internal access to data.

"We are unique, because most media organisations have one brand and one sales unit. In our company, everything is different, but we wanted to have one main system," says Georg Burtscher, Managing Director, Russmedia. "Our sales units are in competition, though, so not every unit should have access to all of our data."

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>
> "We didn't want to work with a small vendor. We also needed a solution that offered a web-based interface."
>
> **Markus Raith, Managing Director Russmedia**

After hearing about Lineup Systems' **Adpoint** media sales management platform from an industry partner, Russmedia took a closer look at the company and product. Upon determining that the solution would meet its needs, Russmedia decided to purchase Adpoint. The implementation that followed was a highly collaborative process.

"We created a list of the features we needed, and it was an instant process to develop our customised solution," Raith says.

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SOLUTION

Leveraging powerful, customizable technology to streamline for growth

Today, Russmedia leverages Adpoint's **order management system** (OMS), **customer relationship management software** (CRM), **finance system**, and **reporting and analytics suite** to streamline operations, make better use of data and boost ad sales revenue for faster growth.

The company also uses Lineup's self-service **Ad2order** solution, so clients can book print inventory directly via a user-friendly web portal.

With Adpoint, Russmedia can now easily manage orders, financials and analytics for its daily newspapers, digital news portals and classifieds, as well as for out-of-home advertising. The software also integrates with Russmedia's business intelligence system, subscription software and Google accounts.

"We now have an overview of all of our contracts and bookings," Raith says. "And we have a centralised, transparent database with information on all of our clients and media outlets. This solved a huge challenge."

AT A GLANCE

- Easily manage orders, financials & analytics
- Visibility across all channels
- Multiple integrations for end-to-end scope
- Efficient self-service portal (Ad2Order)

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RESULT

A modern solution and one source of truth for data

Russmedia has streamlined operations and improved data hygiene thanks to the complete omnichannel solution Adpoint provides. Lineup Systems worked hand-in-hand with the company to get all of its data consolidated into **Adpoint**. Due to the ability to customise the software, Russmedia now has a centralised data repository with various levels of visibility.

"We have a lot of new business models, and we were not able to make them work in the old system," Burtscher says. "Now when we merge sales units, Adpoint makes it much easier to get a whole overview of the sales universe, and it makes the sales process more transparent."

> "We broke up the walled gardens inside the company through our work with Lineup, and it helped us prepare for a new way of working."
>
> **Georg Burtscher,
> Managing Director
> Russmedia**

The speed of employee onboarding has also improved, from taking three months previously to just two weeks now with Adpoint's user-friendly interface.

"We introduced a team of Lineup superusers, which has been fascinating. The superusers know all of the latest updates and have spread that information to the departments, which helps us a lot, including with onboarding," Raith says.

In addition, the mobile app enables Russmedia's staff to work from anywhere, which came in especially handy during the COVID-19 pandemic.

"With the old system, it was not possible to work outside of the company," Burtscher says. "Now we know that the company will still run even if we can't go to headquarters."

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SUCCESS WITH adpoint

"Our biggest priorities were to replace our old system and consolidate our data, and Lineup solved those issues for us."

Markus Raith, Managing Director, **Russmedia**

"Adpoint enabled Russmedia to drive success by providing a powerful ecosystem of tools all in one platform. We're thrilled to see Russmedia thriving in their new way of working."

Chris Spalding, CEO, **Lineup**

84% reduction
in employee onboarding time

Book a call with us today to find out how you could achieve **similar success**.

About Lineup

Lineup Systems is the world's leading company for media sales technology, representing over 6,800 media brands globally, including Die Zeit, Der Tagesspiegel and Ringier. **Amplio** is Lineup's multi-channel audience monetization solution that helps media companies realise their full reader revenue potential, using data-driven intelligence to engage, nurture and monetize readers with personalised offers that increase reader revenue and reduce churn. **Adpoint** is Lineup's end-to-end multi-channel media advertising sales solution that helps media companies streamline operations, make better use of data, increase efficiency and boost revenue. For more information, visit **lineup.com** or connect on **LinkedIn**.

About Russmedia

Russmedia develops, implements, and markets media and media-related services. The company has always stood for the early use of new technologies; its VN newspaper, for example, was the first daily paper in the world to be printed in four colours throughout. Today, nine out of 10 people from Vorarlberg get their information from Russmedia every day (a record number in Austria). Russmedia employs 1000 people at 14 European locations, and was named Austria's best employer for the second time in 2020 (Great Place to Work, 500+ employees).