FINO

CBS

CBS BOOSTS AD REVENUE AND CUTS OVERHEAD

With Integrated, Data-Driven Software Solution

RESULTS DELIVERED

INCREASED REVENUE POTENTIAL BY **MILLIONS OF DOLLARS**

REDUCED DELAY BETWEEN SCHEDULING AND AIRING FROM **DAYS TO MINUTES**

ENABLED CBS TO USE GRANULAR BROADCAST DATA FOR THE **FIRST TIME**

One of the world's largest commercial broadcast television networks, CBS had a problem. Selling airtime for commercial advertising was a big part of its business, but its ad management platforms were not designed to handle the fast-paced selling, scheduling, and distribution needed to maximize profit. Seeking a competitive advantage, CBS turned to Fino to build a new, all-inclusive system to accelerate ad buying, increase revenue, and enable real-time data analytics across its 15 major line-of-business systems.

Changing the Channel

CBS sales reps had trouble closing ad deals, scheduling broadcasts, and extracting commercial data because internal processes were complicated by:

» **Incomplete Integration** Different business units in charge of sales, trafficking, and broadcasting relied on separate software systems that were not compatible with each other.

» **Tedious Transactions** Commercials had to be picked, priced, and queued days before they were broadcast and could only be transferred between departments via fax. Because so much time passed between scheduling and airing, teams had to constantly change lineups for new going rates. This increased overhead, errors, and margin erosion.

» **Outdated Data** Reps lacked access to the most recent information about sales and ratings because CBS's systems could not retrieve current or historical broadcast data. This limited how well content schedulers could plan against past performance, adapt lineups, and predict which ads would do best in certain timeslots.

Special Programming

Fino developed a state-of-the-art system that enabled CBS to work faster and more productively than ever before.

» **Systems Integration** Fino engineers custom-built a new catch-all system that combined the functions of the sales, trafficking, and broadcasting systems at CBS. Using high-performance Microsoft technologies, Fino automated internal and external communication to ensure CBS teams and advertisers always had the most up-to-date information.

» **Real-Time Scheduling** By enabling instant collaboration between departments, Fino reduced lag time between ad scheduling and airing, which prevented margin erosion and cut down on scheduling errors. This new solution automated schedule sharing across teams, reducing the need to update schedules by hand.

» **Dynamic Data Retrieval** The new integrated system also gave CBS up-to-date information about sales and ratings. With greater vision into audience response, CBS's planners, buyers, and sellers could deliver more relevant and targeted content, build data-driven schedules, and forecast ad performance.

CLIENT PLATFORMS

We built a new system for CBS by integrating its legacy platforms, which included:

IBM z13 Mainframe
Microsoft SQL Server
Oracle
.Net
Microsoft BizTalk Server
WCF Services

Results Fit for an Industry Leader

Together, Fino and CBS built a new enterprise system from scratch that trafficked ad spots with unprecedented speed and precision. This new system helped the media giant schedule ads faster, communicate seamlessly across business units, and price and sell commercials using real-time data insights. Our solution reduced overhead, simplified processes, and increased revenue by optimizing:

» Enterprise application integration

» Business process automation

» B2B communication

» Cross-network communication

» Data mining

» Predictive analytics

"Any business with large-scale development programs that need to deploy a full-service internal team to create an enterprise solution should work with Fino."

Jonathan Bertfield
Product Manager, Business Insider

ABOUT FINO Fino is a leading provider of custom enterprise technology solutions. We use broad technical skills to build integrated systems that connect business units and automate complex processes. Our data-driven and user-focused software helps companies solve problems, engage customers, and grow their businesses. Founded in 2006, Fino was recently named one of the fastest-growing software companies in the U.S. by Inc. Magazine.