

Migration and perfect customisation

ADTECH realises a successful system integration of the HELIOS ad server.

The FAZ is the leading German daily newspaper, it also provides a comprehensive online news service called FAZ.NET. As a prestigious brand, FAZ has to guarantee the same premium quality and reliability that the customers know from the print product. This fact makes the right choice of partners for their digital marketing all the more important. Alongside the professional migration from their preceding ad server to HELIOS, they also needed a partner who is able to manage the seamless integration between the HELIOS ad server and FAZ's own content management system.



*Florian Pütz,
head of the
commercial
department*

The customer



www.FAZ.NET:

*Internet portal of the
"Frankfurter Allgemeinen Zeitung"*

Editorial areas:

*approximately 50 themed areas:
politics, economy, finance market,
sports, travelling, communities
and technique*





Portfolio:

*> 50 Mil. Ad impressions and
> 4 Mil. Unique users/month*

The challenge

The customisation that ADTECH undertook for FAZ had to be completed on two levels. First, was to guarantee that the advertising that was served, matched the content on the site. This meant that FAZ's content tree model had to be reproduced within the HELIOS ad serving platform. Second was the integration between HELIOS and FAZ's billing software. Both were completed exactly on time and to the satisfaction of the customer.

Migration Planning – step by step:

-  The supervised development of a detailed migration plan
-  Setting up of ad tags within HELIOS that mapped FAZ content distribution model
-  Dynamic tag generation and distribution from FAZ's content management system
-  Completion of the data exchange between the HELIOS ad server and the FAZ billing software via a XML interface

The migration process towards the ADTECH system

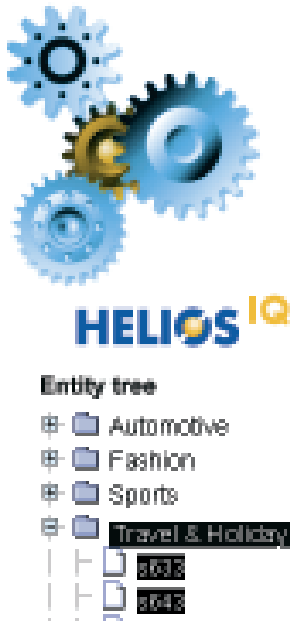
ADTECH has vast experience in managing migrations and customisations for its customers. Consequently we can put migration packages at very short notice. This package includes a comprehensive migration plan, detailed analysis of the business models and an audit of all reporting requirements. A list of personnel involved and the time resources available, and finally the name and number of all the campaigns which have to be migrated round up the migration package.

From the very beginning, the FAZ.NET had its own contact person who supervised the complete migration step by step. The transfer of all campaign data to the ADTECH system was completed via an XML interface.



Developing according to customer's expectations

CUSTOMISATION



Advantages for FAZ.NET

Because of the implementation of customising projects, FAZ.NET is in a position to:

- administrate and sell ad packages theme-specifically with the entity tree using the own content management system.
- save personnel resources and costs with the elimination of manual ad placing.
- save precious time by transferring the ad billing data directly to the FAZ customer.

The completion of the customisation project

Aim: Map FAZ's content areas in the HELIOS entity tree

ADTECH is helped in the way it manages complex migrations like those with FAZ, by the simplicity of its interface. All www.faz.net ad tag placements within the different categories like politics, economics, travelling, etc. were reproduced and administered using what we call the 'Entity Tree'. This system allows unlimited combinations of ad tags into categories that can completely mirror a site's structure, business model, and the way it sells its inventory.

Aim: Automatic creation and cancellation of placements via keyword

FAZ content management system has the ability to create or cancel areas within its own site very quickly and easily via the use of keywords. These constant changes within the content of the FAZ website were transferred into the HELIOS system by tailor-made XML reports.

Aim: Direct data exchange between ad server and FAZ billing software

The direct transfer of campaign data to FAZ's accounting department was also completed via an XML interface. This completely cut out several steps in the billing process and invoices can be sent to clients automatically without manually having to pull numbers.

Summary

On a day to day level FAZ.NET has benefited from our bespoke customisation projects. Time and money was saved in many areas, allowing FAZ to concentrate on its core functions.

Jan Wedekind, head of technology of FAZ.NET states the results of the project:

"Thanks to ADTECH's adaptations we have our own a tailor-made solution that enables us to profit on a day to day level. Previously, we had to handle certain procedures manually. Now that these processes are automated, we save precious time. We have deployed our resources efficiently."

Florian Pütz, head of the commercial department of FAZ.NET, comments the change to the ADTECH system:

"ADTECH has supported our ad serving change from the very beginning. Each step was supervised by our personal representative. It was possible to adapt the new system despite of our complex content management system and to get up and running with ADTECH very quickly."

For any further information please contact:

ADTECH AG · Robert-Bosch-Str. 32 · 63303 Dreieich · Germany · www.adtech.info
Phone: +49(0)6103-5715-123 · Fax: +49(0)6103-5715-111 · e-mail: sales@adtech.info