

Migrating from your previous system to the next generation ad serving solution Helios IQ by ADTECH is very easy. ADTECH has a long lasting experience in system migrations and offers not only a professional project management but also a complete package suited to your needs.



**Go ADTECH**

## Change To The ADTECH Ad Serving Solution Ready For Migration To Helios IQ

### Your advantages – change efficiently and securely

Your currently active campaigns keep on running. In the run-up we analyse your ad serving and campaign booking work processes and so guarantee a minimum impact on the daily business during the migration to Helios IQ. A migration workflow containing all necessary steps for an efficient changeover to the ADTECH system has been developed. As a matter of course, this workflow will be modified to your needs.

### You profit from the following advantages:

- Professional project management by ADTECH with long lasting experience in migrations to Helios IQ.
- Personal contact person: CRM and ADTECH customer support.
- Automation and efficient workflow in all stages of the migration.
- Guaranteed fixed price and a minimum impact on your daily business.

### Why migrating?

Which agency, publisher or marketer can still afford to wait up to 3 hours for a campaign report, or if it takes too long until the campaign goes online? It is completely different with Helios IQ.

You have everything under control - with intelligent, powerful features like live monitoring and immediate push of campaigns, the i-Center for efficient navigation, the precise inventory management and the interactive reporting.

#### Ready-to-Run Package by ADTECH

With the ready-to-run package you migrate quickly and securely to Helios IQ. We will successfully lead you through the different stages of the system change-over, with a personal contact person at your side. The migration takes place with the least effort and the best possible result for you. ADTECH totally satisfies the high requirements of an efficient migration with the retention and smooth transmission of existing data.

#### ADTECH is your partner

Migrations with ADTECH stand for professionalism and efficiency. You know what effort and what cost you have to calculate and can rely on this! Your personal contact from the ADTECH customer support will be available for you right from the beginning. Additionally an ADTECH Customer Relationship Manager will support you on questions and problems. On request we will hold trainings at your company if you are in need of refreshing your knowledge. Alternatively you may arrange an online training with your personal contact.

Thanks to our online tool online meetings and trainings regarding Helios IQ can be arranged fast, uncomplicated and well-priced.

#### For any further information please contact:



NEW YORK  
Tel 212-920-0595  
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Tel 415-548-0129

### Migrating to Helios IQ is quick and easy:

#### 1 Detailed analysis of your business model

After you have made the decision to migrate to Helios IQ, your personal ADTECH contact will get in touch with you to arrange a training, on request at your place, and to plan the migration procedure.

The exact planning of the migration procedure consists in analyzing your customer and network structure, workflow, processes within the company, reporting requirements and the campaigns to be migrated. Our primary target is to transfer your system and data to the ADTECH system without affecting your daily work processes.

#### 2 Setting up a migration plan

Within 48 hours ADTECH advises you exactly what level of time and human resources will be needed and hands over a detailed statement of cost for migrating to Helios IQ. We give you a fixed price guarantee!

#### 3 Compilation of migration data

We need a record of all of your migration data to map your network to the ADTECH system. For this purpose, we have got ready-made templates to fill out together with you. You decide the structure of the data in Helios IQ.

#### 4 Automatic data transfer into the ADTECH system via XML

Helios IQ creates the placements automatically after your data has been imported. A tag generator generates the banner tags for the specific websites and automatically sends them to your webmaster at the push of a button. Your personal client service assistant is always available for the webmaster to answer possible questions right away. This eases the installation and saves time!

#### 5 Booking campaigns in the ADTECH system

You can do the campaign booking in Helios IQ by yourself. Upon request, the customer support may book the campaign for you. Simply fill out and send a Campaign Order File, if campaigns on your previous system haven't expired and shall be active in Helios IQ. Your personal contact will then take care of the campaign booking. Your campaigns will continue to be active and your advertisement will be delivered right on target.

Ready.

**ADTECH makes the migration process as simple as possible for you.**