
INTARGET CUSTOMER CASE STUDY

HITTING THE MARK WITH MOBILE ADVERTISING ACROSS AFRICA AND THE MIDDLE EAST FOR INTARGET

BACKGROUND

InTarget is a specialist mobile advertising business providing brands future access to 265 million subscribers, in 33 countries across Africa and the Middle East, through a single point of contact. The business started out as a mobile aggregator, providing connectivity with mobile operators and billing services. The company has seized the opportunity to diversify and expand its business into mobile advertising.

InTarget possesses core technology capabilities enabling it to provide a complete mobile advertising solution that gives advertisers – be they global, regional or local – the opportunity to increase their brand exposure in the fastest growing economies in the world.

Over the past two years InTarget has been working to develop technology with two of the biggest network operators in the region. The success of these projects means that recently the business finalised contracts that make it the exclusive mobile media partner to Mobile Network Operators MTN and Airtel.

THE CHALLENGES

There is a need for a robust management system that supports all aspects of the business. “Our needs for the mobile advertising business are different to those of our network aggregator activities,” says Leonard Cremer, Chief Officer, International Expansion at InTarget.

He continues: “It is much more complex. To successfully manage our business we need to define a workflow and strongly adhere to it and there are a number of key aspects over which we need to have total control.”

This includes order insertions, which specify the volumes of each ad that a customer specifies for delivery to subscribers and the digital inventory, the actual ads. There is a strong requirement to integrate an approval process. This includes financial credit checks and compliance, which makes sure ads meet with the requirements of regulatory policy.

“Beyond this there is a level of technology integration within the partner networks that enable us to deliver advertising to mobile subscribers. We might have an insertion order to deliver 5 million ads for a cola brand. To drive accurate fulfillment reporting and billing activities we need to be able to obtain the right information from the integrated systems,” says Leonard Cremer.

THE SOLUTION

InTarget originally selected NetSuite as the platform to run its business in 2008 and had built a strong relationship with BlueBridge One. As InTarget has moved into mobile advertising a significant program of customisation and development has been undertaken to enable the company to operate efficiently and effectively.

“We have a team of 20 NetSuite users and possess some good mid-range skills that enable us to enjoy a level of self-sufficiency,” says Leonard Cremer. “This

enables us to do things on a day-to-day basis for ourselves, such as form and API customisation and tuning work ow processes. BlueBridge One provides us with a comprehensive set of services to support our use of NetSuite as the technology platform for running our business.

Leonard Cremer says: “The commercial basis for delivering the higher level of NetSuite consultancy, design, resource and support for the system is the BlueBridge One Managed Service contract. This provides the flexibility to call on their expertise when we need it.”

THE RESULTS

“The benefits of working with BlueBridge One to support NetSuite in our business are seen in a number of ways,” says Leonard Cremer. “In terms of cost, flexibility, integration with existing technology and exploiting the cloud, NetSuite continues to be the best ERP option for us.”

He continues: “The Managed Services contract provides flexibility. Even though the skills of the internal team improve through knowledge transfer, we don’t need to have deep, expert knowledge of the whole system. Our internal guys have a better understanding of our products and strategy, and can move fast to make simple changes quicker. However, we always have access to high range skills on-demand **through our relationship with BlueBridge One**, something it doesn’t make sense for us to have internally.”

“The contract lets us match our resource requirements with the changing needs for system customisation and development. BlueBridge One scales up and down as we need it to. For instance, recent times have seen the testing and development stage give way to more country rollouts, driving the need for more licensing and modules,” says Leonard Cremer.

“The system’s ability to support multiple corporate entities for different territories, multiple currencies and its cloud architecture is very important

because it supports our plans for international expansion across 33 countries," Leonard Cremer says.

KEY FACTS

INTARGET

- South African mobile advertising specialist with access to 265 million subscribers
- Complete mobile advertising solution with future access to 33 countries in Africa and the Middle East
- Exclusive mobile media partner to Mobile Network Operators MTN and Airtel

CHALLENGES

- A need for a robust management system that supports all aspects of the business
- Mobile advertising more complex than the mobile aggregation market
- Work ow to provide control over elements such as nance and compliance
- Integration with mobile operator systems to deliver ads, reporting and billing

SOLUTION

- Cloud-based ERP originally selected to run mobile aggregation business in 2008
- Customisation and development to enable management of mobile advertising business
- Managed Services contract provides flexible access to higher level skills and services
- Internal team of 20 users have access on-demand to consultancy, design, resource and support

KEY RESULTS

- Best option in terms of cost, flexibility, integration with existing technology and exploiting the cloud
- Internal team able to make simpler changes quickly to support strategy of the business
- Avoids the requirement for high level skills in-house, better matching resource to needs
- Multi-entity, multi-currency and cloud architecture supports international expansion across 33 countries

ABOUT BLUEBRIDGE ONE

WHY WORK WITH A NETSUITE PARTNER?

There are some key benefits when you align your business with BlueBridge One. Since 2003 we have specialised in partnering with customers to implement NetSuite ERP solutions in the UK and South Africa. We are one of only three NetSuite partners in the EMEA region that maintain an annual 5 Star NetSuite Partner status. What that means for our customers is that we deliver on our promises. As a team we are really proud of our awards, but in terms of the value to our customers when working with us, here's what you can expect.

COST

When you buy NetSuite from BlueBridge One, your license cost, discounts and terms are the same as if you purchased NetSuite directly. Purchasing NetSuite with BlueBridge one provides customers with piece of mind that the most cost effective deal is secured, and is one which is best suited to your business model.

FREE SUPPORT

BlueBridge One are the only UK NetSuite Partner to offer FREE support to all customers. This is normally a chargeable managed service. But with us, it's free. No catch.

EXPERIENCE

As a BlueBridge One customer, you really have the best of both worlds. The full power of NetSuite, with real time data to help you scale faster and smarter, blended with advisory account management, consulting representation, award winning support and certified and experienced NetSuite developers, all in-house to help you grow your business.

KNOWLEDGE

Our expertise lies in our people and our team of developers and consultants who annually gain certifications from NetSuite which help maintain our 5 Star Partner status.

Because our team are cross-trained experts for ERP, CRM, and SuiteCommerce and part of integrated teams, it means customers have fast go live dates and reduced costs due to the shortened cycles.

CUSTOMISATION

Every customer is different, and they need different views and customised reports to suit their individual business models. Our team includes a diverse group of developers and consultants with backgrounds in many different industries. As a result we bring real problem solving capabilities to the table when looking to achieving your goals on the NetSuite platform. We make sure that NetSuite suits you and not the other way around.

Our range of SuiteApps help solve additional common challenges for our customers. By tapping into these additional tools, our customers find their business workflows are seamless, they see an increase in NetSuite user productivity, and can therefore focus on scaling faster and growing smarter.



+27 10 500 8192



www.bluebridgeone.co.za



info@bluebridgeone.com



Regus Business Center
1st Floor, Block B, North Park, Black River Park
2 Fir Street
Observatory
Cape Town, 7925

