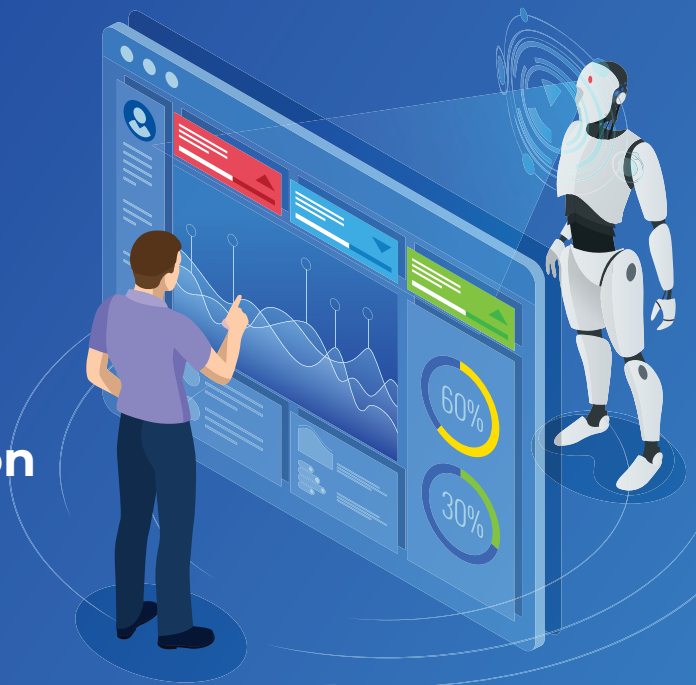


iOPEX's intelligent automation solution helped a leading music streaming company reduce its **order entry, opportunity creation and trafficking time by 75%.**

Φ iOPEX [Business Optimized][™]
TECHNOLOGIES



THE CLIENT

The client is one of the leading music streaming and internet radio service provider offering personalized music wherever and whenever users want to listen to music.



THE CHALLENGE

The client relied on disparate systems for its ad operations back-office processes: email for receiving RFPs, Salesforce CRM for opportunity creation and tracking, ERP for order creation and DoubleClick for Publishers online advertisements.



THE IOPEX SOLUTION

iOPEX team conducted business analysis with stakeholders / process owners, brainstormed to convert the as-is quote to cash workflow into a to-be process map elaborating automatable steps and steps that needs to be refined for automation.

Designed and built an intelligent automation solution that interfaces with the clients' heterogenous systems using one of the industry leading RPA technology:

- **Media planning & Inventory:** Automated the media plan update from email to Salesforce CRM. Also automated the process of capturing the inventory details from Inventory management package and trigger email with the media plan and proposal for client approval
- **Order Insertion:** Once media plan / proposal is approved, the process of insertion order and line item creation corresponding to different demographics was automated



THE IOPEX SOLUTION (CON'T)

- **Trafficking:** Based on the assets received, standard and 3rd party ad tags, the repetitive tasks relating to trafficking (assigning / reassigning) and screenshots capturing of the websites with the injected ads was automated
- **Reporting:** Automated campaign reconciliation and billing reports during the campaign progress and wrap-up reports at the end of the campaign to respective advertisers



ENGAGEMENT OUTCOME

The automation engagement resulted in building greater scale and better resource utilization to do analytical tasks rather than repetitive tasks. The engagement highlights include:

- Reduced order entry, opportunity creation and trafficking time by 75%
- Moved 55% of operational resource to do analysis and customer focused work than doing repeatable operational tasks
- Increased reconciliation and invoicing speed by 30%
- Enabled the product team to focus on doing lot of strategic features into product than doing operational tweaks

The client was pleased with successful completion of the project and the results that the intelligent automation solution was delivering. They have requested iOPEX to analyze and automate another 20+ processes.

About iOPEX

iOPEX, is an intelligent automation and services company that drives digital transformation in user acquisition, service fulfillment, customer service and back-end operations. iOPEX was founded in 2009 and is headquartered in San Jose, US. Today we have over 1,600 employees servicing customers across the globe including Fortune 100 and some of the most world's most innovative companies.



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