How **Rossel** modernized digital and print advertising production with ADPOINT

Groupe Rossel has largely been built through acquisitions. With its 85 brands published in France and Belgium, their national and regional dailies, magazines, free newspapers, radio, TV and websites are all market leaders.

Streamlining operations through the standardization of production tools is one of the pillars of the group's industrial strategy. Following content management and advertising sales, Rossel embarked on the selection and deployment of an advertising production tool common to all entities.

The observation

A multitude of companies meant a multitude of tools. Bespoke developments in Belgium and legacy solutions in France made the conclusion obvious: There was no way to rationalize with separate architectures. So the decision was straight-forward: None of the three solutions in place would fulfill the group requirements, hence a project to find a single, suitable solution was initiated.

Functional prerequisites

The Rossel project team set out to find a solution based on rigorous selection criteria:

- Productivity gains
- A common tool for internal and external (partners, customers) use
- Zero infrastructure: SaaS
- InDesign for production
- Seamless integration with the order management system to control the entire value chain.

«We considered solutions from two suppliers. Very quickly the choice was in favour of Integration X, mainly because of their ability to meet our functional requirements»

Pascal Debaisieux
Corporate IT Operations & Helpdesk Manager
Project Manager

Assessment

Once the selection of the supplier completed, ADPOINT, Integration X's advertising production management software, was submitted to a thorough functional audit and customisation phase. A series of demonstrations and a three-day on-site Proof of Concept workshop were organized. The software adaptation phase followed. *«Our requests were mainly focused on matching our in-house processes. This phase required a fairly significant time investment»*, recognizes Pascal Debaisieux, Corporate IT Operations & Helpdesk Manager - Project Manager who adds: *«With an international supplier, cultural and language barriers can be an issue»*. To get around this point, Integration X assigned a French-speaking project manager. And to conclude *«The product is functionally very rich, consequently the service provider must also act as a partner in proposing the most suitable options»*.

Phased deployment

Given the group's geographic localization, the deployment took place in phases. In France, the first implementation targeted the production of advertising creatives for the advertising sales house in charge of national campaigns. The next step was the real estate

segment. Subsequently the production of ads for the regional dailies was then migrated into ADPOINT. The last deployment is expected to take place late 2021.

In Belgium, the deployment started with national brands, real estate products and four magazines. Regional brands and free sheets are in the process of being migrated to ADPOINT. In total, nearly 400 users will work with the solution in Belgium and France.

After acquiring a 50% stake in Mediafin, the Belgian economic dailies (Echo and De Tijd) also adopted the group's tools. Rossel appreciated the flexibility of ADPOINT thanks to a quick integration between the production and the order management systems. *«We were able to easily connect Integration X ADPOINT with two different instances of our Lineup Systems order management system»* commented Pascal Debaisieux.

Self-Service Portal

ADPOINT allows specific roles and workflows. Users are organized into two main categories: Production and Sales. The latter are acting as an interface with customers: transferring components, creative proofs, tracking delays etc. ADPOINT also includes a Self-Service portal where customers submit visuals, components, notes and annotations.

«Integrating customers in the workflow is a major plus for productivity, but it requires careful explanations of the advantages, because to some customers, this is considered a transfer of workload», explains Laurent Lemahieu, Project Manager at Voix du Nord.

GROUPE
ROSSEL

About Rossel

Rossel is the main French-speaking Belgian media group and one of the leaders of the regional newspapers in France. Its 85 brands reach 34 million points of contact (print and web). Most of them, leaders in their segment, benefit from very large audiences. Back-office operations are common to the group in order to reduce costs. On the Belgian market, the group publishes the leading national daily Le Soir, the re-
gional dailies Sud Presse and the free sheet VLAN. In France, the Rossel brands are active in the regional and local daily and weekly newspapers segment (Voix du Nord, Nord Littoral, Courrier Picard, L'Union / L'Ardennais, Paris-Normandie, Le Messager), in free sheets market (20 Minutes) and in local radio - television. Founded 130 years ago, Rossel is a family owned group. It employs 3,750 people.

«The partnership with Integration X is one of the key components of our group policy aimed at providing our newspapers with the best tools to streamline production and maintain our competitive advantage»

Eric Jourdin
Chief Information Officer Groupe Rossel – La Voix

Digital and print

At the beginning of the project, the priority was the replacement of print tools. With digital becoming a larger part of the business, production and quality control of digital ads have become a challenge since 75% of the orders are digital and print packages. Today print and digital ads are processed by ADPOINT in an end-to-end flow, including delivery of digital creatives directly to Google Ad Manager.

End to end fulfillment

Rossel has implemented an integration with its editorial production tool, CUE Print (Stibo). Once print materials are validated in ADPOINT, they are delivered to CUE for placement in pages. The editorial tool returns the placement confirmation to ADPOINT. This sequence is part of an overall processing flow. Upstream, the order management system (Lineup Systems) delivers the booking information to the editorial system and to ADPOINT. Since this workflow also includes integration with Google Ad Manager for digital, the group controls the end to end fulfillment of advertising production: from order to multichannel delivery. *«The partnership with Integration X is one of the key components of our group policy aimed at providing our newspapers with the best tools to streamline production and maintain our competitive advantage»*, underlines Eric Jourdin, Chief Information Officer, Rossel - La Voix Group.

The result

- A SaaS solution accessible everywhere

- All teams integrated in a single solution: Production, sales, ad ops and customers

- Orders approved in real time

- Seamless communication with customers (automated emails, delivery of PDFs)

- InDesign integrated via a plug-in

- HTML 5 based user interface

- Improved productivity

Next steps

Pascal Debaisieux and Laurent Lemahieu are eager to see the latest developments. These are discussed during the annual user group meetings. For them the priorities are: adding functionalities for digital and work in the field.

Recommendation

Pascal Debaisieux concludes: *"We introduced ADPOINT to colleagues and have recommended this solution. Deploying an advertising production tool is a corporate project. To ensure project success specifications have to be carefully determined and true customer/ supplier partnership have to be initialized. If we had to do it again, rather than focusing on adapting to our in-house processes, we should focus on identifying and adapting Integration X best practices»*.

About Integration X

Headquartered in Copenhagen, Denmark, we are a Danish Ad Tech Company specializing in media production solutions. Since 1998 we have worked with key players in the media industry to develop and service solutions that offer the highest level of automation and the closest possible integration with other production systems. Our portfolio includes SaaS based solutions for creative management and page planning.

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