

Designing a Comprehensive Advertising Workflow Solution

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When the global communications giant Sprint asked RCI Media to assist them in organizing all of their regional-recruiting efforts from over 200 locations into one national effort, RCI knew its current systems were insufficient and it needed more than what an off-the-shelf workflow solution could provide. By using a custom-developed solution based on the Microsoft® Windows® Platform and the adoption of the Onsite-Offshore hybrid model, RCI achieved tremendous cost-savings for the entire development and deployment life-cycle. The solution enabled RCI NextGen to gain the trust of a global client in a tough and competitive market.

Business Requirements

Jupiter, FL-headquartered RCI Media is the largest recruitment advertising corporation in the United States, providing services to global clients including numerous transnational banks and communications giants like Sprint. RCI's internal workflow is complicated involving a number of iterations between RCI's Design, Branding and Strategic Media planning teams on one end and the client on the other for every single advertising order placed. The complexity is increased manifold when the client has hundreds of offices across the globe, each with a defined hierarchy and rights to place recruitment advertising in thousands of media vehicles.

With increasing stress from the clients to improve service, better coordination and organization of their advertising effort and budget, the RCI NextGen team established the following broad framework of objectives for the design of a system to help in improving every aspect of RCI's handling of incoming advertising orders:

- Enable the creation of consistent communication programs for use across any number of client offices and recruitment staff
- Provide Flexibility through customizable workflow engine
- Enable AdOrder Auditing through Workflow Tracking and System Notifications
- Integrate with backend Accounting and Logistics processes for enhanced operational efficiency
- Provide a comprehensive Archiving Strategy that allows for consolidated Media management along with data management

The Netsoft Solution

Netsoft's business/technology consulting team worked with RCI NextGen to design and develop a web-based portal for the Sprint's recruiters hosted in an OnDemand Application Service Provider configuration on a dedicated server infrastructure at

Solution Snapshot

Customer Profile

RCI NextGen is a complete Human Resource Solutions firm, providing the complete range of recruitment solutions to global clients. As a wholly owned subsidiary of Recourse Communications, Inc. (RCI), the largest provider of recruitment services across the continental United States, RCI NextGen's range of services includes Recruitment Advertising, Consulting, Media and Interactive Recruitment solutions using eMedia technologies.

Business Situation

Build an enterprise-ready solution for Advertising Workflow management and enhance operational efficiency of agency-client interactions and internal process management.

The Solution

Netsoft Global Services worked with RCI Media to design a custom solution that met system objectives. Using a hybrid Onsite-Offshore model of development allowed RCI to leverage tremendous cost-savings and gain competitive advantage through an efficient process.

Software and Services

Microsoft SQL Server™ 2000
 Microsoft Visual Studio® 6.0
 Microsoft Windows 2000® with Internet Information Services 5.0

Netsoft's Digital Strategy and Technology Consulting Assignment
 Custom Development Services

Scenario

Business-to-Business Workflow
 Internal Process Automation

RCI. Christened "RCI AdBook", the solution mirrored RCI's existing processes in many ways, and introducing new, more efficient ones in others.

The solution featured a custom-branded workflow solution for each of RCI's clients, a Digital Ad Book Catalog containing all of the company-branded templates, including hundreds of stock and customized images and photographs to choose from; creative work that had advertising options based on Selling Points, Job Titles, or Location; a media-strategy focused newsletter alerting the individual recruiter to new methods in candidate sourcing; and Business Intelligence Alerts that alerted relevant personnel to workflow hurdles and clog-points. Extensive reporting capabilities were built in to allow each user to view status reports of each order placed, generate audit history for individual advertisements as well as campaigns, and automate the entire process of workflow approvals and tracking advertisement orders.

The Results

Within as little as 140 days, our offshore development center completed the entire development cycle and the solution moved to support and maintenance mode even as our consulting team continued to work with the client to devise more features and improvements based on user feedback. RCI has since moved its entire advertising workflow and account management operations to this platform with a number of clients, including Sprint.

The new workflow configuration engine now makes it possible for each Account Manager to focus on growing the account rather than routine activities, 80% of which are now handled automatically by the system. Recruiters are now able to perform "what-if" analysis and Media Planning online, without requiring time-consuming [and costly] personal meetings for every activity. A common Template Library and centralized reporting has enabled better control and coordination. The Workflow Tracking engine now enables seamless movement of Ad Concepts, Information and Secure Order Data across organizational boundaries. Netsoft used its proven Global Services Model to deliver a solution that defines online collaboration and uses the Internet to derive operational efficiency from a defined process. The solution is currently maintained and supported by Netsoft Global Services.

A Trusted Partner

"We are delighted to have Netsoft as a trusted partner for our technology development and solution consulting needs. Netsoft has been unwavering in their commitment to deliver at all times and we couldn't have been more pleased with the level of professionalism and ethical conduct we have seen!"

Robert E. Rodely

Director of Information Technology
Recourse Communications, Inc.

For questions or comments, use the feedback section on our website or send an e-mail at the addresses mentioned. When you mail Netsoft Global Services, please be sure to specify your exact needs, consulting service budgets and other details to enable our consultants to provide information relevant to your needs.

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