

# Hitting the mark with mobile advertising across Africa and the Middle East for InTarget

Customer Case Study



# 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 fulfilment 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 workflow 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
- Workflow to provide control over elements such as finance 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

BlueBridge One is an award winning business solutions provider. Since 2003 we have specialised in partnering with customers to implement NetSuite ERP solutions to meet the individual requirements of businesses in the multichannel distribution vertical.

BlueBridge One provides the ability to integrate Wholesale Distribution alongside In-store, Online and Machine to machine operations to enable seamless, end-to-end supply chain management. Through efficiency, reduced cost and enabling flexible and agile control of the supply chain, this creates a platform for growth.

We partner with customers, delivering long term solutions and high levels of satisfaction. Throughout the life cycle from implementation and integration to ongoing support, our aim is to ensure you are retained as a customer year after year by providing a superior level of individualised service.

ERP is a critical piece of business technology which often requires significant investment. Customers need to operate with complete confidence in the service and support channel. We are the right-sized partner for growing and mid-market multichannel distribution businesses that wish to be valued and are assured of our undivided attention when it is required.

BlueBridge One is a stable business that takes a long-term view. We invest in our people and in the process of them achieving full NetSuite certification as consultants. The majority of our team are long term employees and this continuity is pivotal in enabling our high long term customer retention rate.

The cloud-based technology that powers NetSuite is also the chief enabler of no-bricks companies and virtual businesses. Some solution providers take this business model so far it feels like you are kept at arm's length. BlueBridge One maintains a geographic centre in the UK at Weybridge, Surrey and a sub-Saharan Africa regional presence in Gauteng, South Africa, with an emphasis on establishing face-to-face contact with customers across EMEA. This provides the frame of reference of 'faces and places', supporting the mutual trust that is essential between partnering businesses.



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