



Streamlining Buying & Selling of Broadcast, Cable, Digital and Programmatic Media

WIDEORBIT

Background

- ◇ World Leader in premium broadcast technology and largest sell-side processor of premium advertising in the world.
- ◇ Provides the complete sell-side platform for managing ad sales across all business processes (Sales, CRM, Order Management, Billing, Invoicing, etc.) and media platforms (TV, Radio, Mobile, Digital, etc.), via any sales method (Direct or Programmatic).

Challenge

- ◇ Make it easy to buy and sell advertising.
- ◇ Provide an ability to manage multiple properties, markets and media platforms from a single database.
Help advertisers to manage inventory and sales strategies across multiple properties & media platforms.

Idea

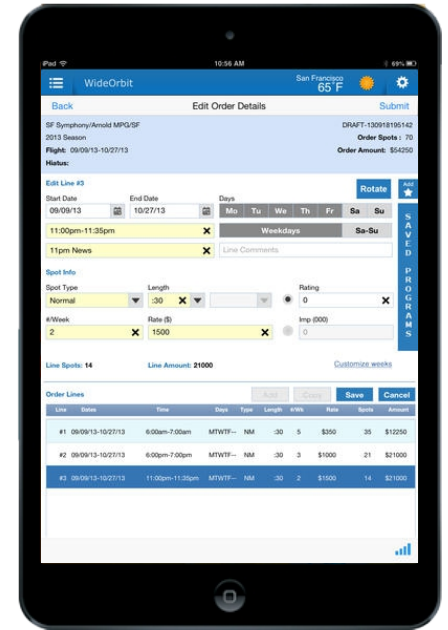
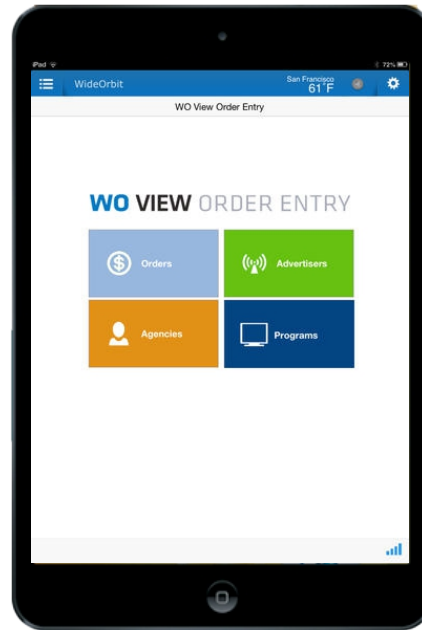
- ◇ Build a system to easily manage airtime, digital and streaming advertising in one system.
- ◇ Enable Real-time control & insights from anywhere.

Our Solution

- ◆ Developed an app to book and approve orders directly from iPad to WO Traffic.
- ◆ Facilitates sales people to enter orders while they are on field selling.
- ◆ Allows sales managers to approve new orders and changes quickly and easily from anywhere.
- ◆ The app works in offline mode also so that draft orders and changes can be submitted when data network is available.

Technologies Used

- iOS SDK
- Android SDK
- Phonegap / Cordova



About Mobile Pundits

Mobile Pundits is an ISO 9001:2008 Certified, leading provider of end-to-end Mobile Development & Testing solutions.

Since over 15+ Years now, Mobile Pundits' expert team has been helping our Clients with:

- ◆ Enterprise Mobility Strategy & Consulting
- ◆ Mobile Application Development
- ◆ Mobile Product Development
- ◆ Mobile Application Porting
- ◆ IoT (Internet of Things)
- ◆ Cross Platform Development
- ◆ Responsive Web Design & Development
- ◆ Mobile Testing



of Mobile Development

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Our areas of expertise include:



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