

# Leading marketing services company **Admeira** selects Lineup's Adpoint system to achieve advertising sales and operational performance uplift

**Lineup Systems today announced that Admeira, Switzerland's largest marketing company, has selected Adpoint as its system of choice for helping to deliver improved sales and operational performance across the business.**

Admeira was founded in 2016 by the three Swiss partners Ringier, SRG and Swisscom to answer the needs of a constantly changing media and advertising market. Today, the company has two main shareholders, Ringier and Swisscom, and represents wide-reaching media brands with high credibility and relevance in the print, radio, TV and online domains.

Admeira also enjoys the confidence of SRG and has the exclusive right to market its premium inventory. Its services are open to all advertisers, agents and other providers of advertising inventories.

Adpoint's cloud-based SaaS solution will provide Admeira with a complete solution for the entire media sales

journey – from order creation to final billing stage – to help transform how the organization sells, delivers and serves its ever-growing customer base.

“It was this holistic system approach that we think will be a game-changer for us, helping us to dramatically reduce system complexity, optimize operational workflows and support improved cross-selling practices and approaches. In just two years Admeira has developed a sales portfolio of 80+ media brands that reaches nine out of ten Swiss residents via progressive media channel approaches. As our sales capabilities and offerings have grown, so has the complexity, range and cost of the IT and sales processes that support this. Adpoint's technology will simplify all of this – automating previously labor-intensive tasks, speeding up the entire order process with more efficient delivery, and providing sales with new tools and greater mobility”, commented Thomas Kords, Admeira's Director Strategic Projects & Analysis.

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Director Strategic Projects & Analysis,  
Admeira

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## About Admeira

Headquartered in Zurich, Admeira is Switzerland's largest marketing company and represents wide-reaching media brands with high credibility and relevance in the print, radio, TV and online domains. It also enjoys exclusive

rights to market SRG's premium inventory. Thanks to its cross-media approach it reaches nine out of ten Swiss residents weekly on behalf of advertisers, agents and other providers of advertising inventories.

Adpoint will be integrating with Admeira's CRM solution provider Salesforce, as part of the deployment to help bring enhanced media functionality to the selling process. Via the Adpoint for Salesforce plug-in, sales will now be able to do real-time inventory checking, instant campaign reservations and revisions all within the Salesforce interface.

Admeira has big plans and is confident Adpoint will provide the future flexibility it needs as a business, whether that's new sales models, new products or even new channels. 'We were impressed with the scalability of the system and in-built channel breadth. It's configuration-based model also means what would take us months with other systems to change, will take just hours in the future with Adpoint' added Kords.

For Lineup, the Admeira deal is significant in more ways than one. Lineup's International Director, Susan Macdonald, observes "We're proud that Admeira, one of the biggest pioneers in media today, has chosen us to help lead their business forward. We've proven Adpoint's multichannel versatility and transformative end-to-end functionality is the best market solution for media companies and this vote of confidence is supported by the 4,800+ global media brands and entities we service. Our work with Admeira, however, also shows the relevance of the Adpoint solution for broader media services organizations."

Adpoint's deployment is already underway within Admeira with a first stage rollout across print bookings scheduled for early next year.

## KEY SOLUTION REQUIREMENTS

- 1 Ability to blend, manage and bill a multichannel sales offering within a single order process
- 2 System simplification and workflow optimization across Admeira's entire proposal-to-billing sales process
- 3 Seamless integration with Salesforce's CRM
- 4 Cloud-based infrastructure to support mobile-based sales teams
- 5 Consolidated analytics and reporting of advertising data
- 6 Scalable technology that grows with the business and market requirements

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**Thomas Kords,**

Director Strategic Projects & Analysis, Admeira

## ABOUT LINEUP SYSTEMS

Lineup Systems is the leading provider of media sales technology and our cloud-based system, Adpoint, is the world's #1 media sales solution. International customers include Gannett, News UK, TI Media, News Corp Australia, Amedia, JP Politikens Hus, Groupe Rossel and De Persgroep, among others.

Find out how Lineup can transform your media business  
Email: [info@lineup.com](mailto:info@lineup.com) Visit: [www.lineup.com](http://www.lineup.com)