



# Adpoint Workflow

## Process orders quickly and accurately

### Benefits

- Automate order processing
- Improve customer service
- Identify and eliminate redundant, manual processes
- Increase team collaboration
- Deliver order accuracy through error elimination
- Achieve consistent outcomes on repetitive tasks
- Process orders faster and more cost-effectively
- Improve time management

Satisfying advertisers in today's ever-changing media environment requires advertising sales teams to rapidly and accurately complete orders. This is increasingly challenging for media companies that deliver complex, multi-channel orders requiring numerous authorizations and the participation of a variety of team members. Even the most efficient organization can get bogged down with manual tasks and authorization processes that either delay orders or prevent them from being placed.

Lineup Systems addresses this challenge with our add-on solution Adpoint Workflow. This solution simplifies complex multimedia workflows by systemizing and mapping your order-to-billing business processes, reducing order processing times and increasing operational efficiencies.

Adpoint Workflow automates your redundant, manual tasks based on your pre-defined standard operating procedures (SOPs) enabling you to quickly and accurately process orders. Adpoint Workflow also automatically applies rules and transitions to orders that do not require manual intervention, allowing your advertising team to focus on managing orders that are critical, complex, or custom, which typically generate more revenue.

## HOW IT WORKS

Adpoint Workflow is seamlessly integrated with Adpoint, the world's #1 media sales solution. Once an order has been entered into Adpoint, Adpoint Workflow will:



Evaluate the order and verify that your SOPs have been met



Standardize the automated and manual actions that need to be taken on that order



Move the order seamlessly through each next step in your process



## KEEP ORDERS MOVING

Adpoint Workflow alerts management if an order has been entered incorrectly allowing them to take action on stalled items to ensure orders rapidly move through your process. Additionally, you can create custom widgets that track transitions and stalled orders enabling you to better understand bottlenecks in your process. If adjustments need to be made to your workflows, you can make them on the spot, ensuring your orders are always being processed in the fastest, most efficient manner possible.

## IMPROVE CUSTOMER SERVICE

Adpoint Workflow enables management to increase accountability across their team by establishing escalation rules that automatically alert them during important transitions. This improves response times to important requests, and as a result, enhances customer service.

## INCREASE COLLABORATION

By clearly defining and automating your standard operation procedures your advertising sales and delivery teams will better understand their responsibilities and the steps involved in processing an order. This will increase collaboration among team members and enhance your team's productivity. It also simplifies the process of training new employees.

## GET STARTED

Adpoint Workflow is available as an add-on solution for media companies using Adpoint and is part of our Adpoint Plus program of solutions that complements Adpoint's core end-to-end advertising sales and management functionality. Once a license agreement is executed, Lineup will provide a license key, system configuration, and training.

Contact us to arrange a demo or for more information

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**ABOUT LINEUP SYSTEMS** Lineup Systems is a leading provider of media sales technology. Our cloud-based system, Adpoint, is the world's #1 media sales solution. Adpoint optimizes business performance and enables media companies to grow ad revenue.