

Ad Tech Operations: Achieve Higher Performance

Each and every day your team pushes hard to maximize the potential revenue from sales orders. That same team must interact with multiple software systems, follow manual and detailed processes, and manage legacy workarounds in an aging technical ecosystem.

Any change in the technical stack—an upgrade, database migration or replacing a component—interrupts your workflow, threatens uptime, and directly impacts revenue generation. Very often these changes are unavoidable, so working with the experts at pureIntegration provides the opportunity for not just a well-managed changeover, but also the uncovering of performance improvements.

Go with the Team with the Right Expertise

You work within a complex environment of traffic systems, order management software, copy instruction management, and multiple database and operating systems. pureIntegration's experts offer advice from an independent point of view to support your goals well beyond a single software platform. Why misuse your valuable resources by working through the problems on your own or navigating all the different vendors at play? pureIntegration is the only partner that can troubleshoot and customize workflows to help optimize your ad tech teams' performance.

General Platform Experience

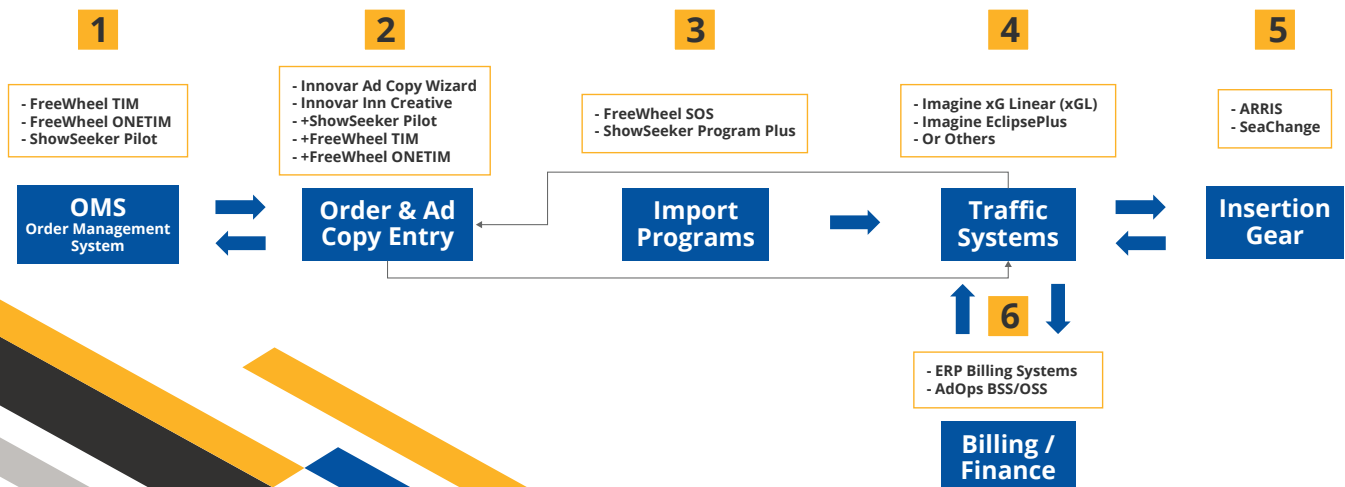
Traffic & Billing
Programmatic

AVOD
Linear

Ad Decision Systems
Addressable

IPTV
DAI

Example MVPD Ecosystem High-Level Workflow Diagram



Innovation for Your Operations

pureIntegration combines extensive industry experience and holistic technology understanding to create innovative solutions that unlock productivity and create opportunities to increase revenue. At pureIntegration, we recognize that every ad operation is unique and we understand your need for flexibility.

We offer the broadest set of capabilities available for ad tech operations:

- **Workflow Customization**

Bringing control and precision to your workflows, our experts will review all your processes to uncover potential revenue impacting issues. pureIntegration will optimize your current workflows, add RPA automation for increased economies, and provide new mapping of workflows that have been impacted by software updates or migrations.

- **Technology Evolution**

The software your ad tech team uses to operate is in an almost constant state of change. Updates, migrations, or replacements must keep pace in a rapidly evolving advertising industry. pureIntegration reduces the guesswork and helps you realize all the opportunities afforded to your company during technology changes. pureIntegration can manage the initiative, work with your vendors as a neutral third-party, build the playbooks for the changed state and provide the architectural roadmap for your configuration.



- Process Flows
- Timelines
- Troubleshooting
- Environment Set Up Tasks

- Server and Network Environments
- Upstream/Downstream Systems
- Vendor Coordination

- Data Requirements
- Toggle Instructions (switching between products during upgrades & migrations)
- Reporting

- **Effective Software Testing**

Detect and reduce system issues after upgrades or updates. It's vital that your 24x7x365 operations can maintain the pace of their operations even during a major or minor change to the infrastructure. pureIntegration can provide peace of mind that the system works as expected before it's released.

- **Cutting-Edge Integration Services**

pureIntegration's integration services encompass hardware, OS, database, networking, and software architecture. We can also incorporate the latest technologies such as RPA, artificial intelligence, real-time analytics and more

- **Program/Project Management**

Provide timely information to your organization. pureIntegration helps ensure a successful project outcome by acting as the program /project management hub. Monitoring conflicting priorities and streamlining communications, applying planning skills, and scheduling controls across the program achieves live system goals.

- **Training and Support**

Leverage your system environment fully. pureIntegration works with your key stakeholders to analyze your workflows and design training that bridges the gap between traditional product training and your customized daily workflows. Our training increases your team's productivity and efficiency. We also offer subject matter experts for troubleshooting and support.

Connect with an Expert

Contact pureIntegration before your next upgrade or update to simplify your ad tech operations.

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About pureIntegration

With pureIntegration, you get more than a project. Quite simply, you're putting the best problem solvers in the industry to work for your organization. With an uncanny knack for solving tough problems, our team leads are former executives from global management consulting organizations. And our performance results are reflected in our 97% customer satisfaction rating through formal surveys.



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