

# Interfacing Two Giants



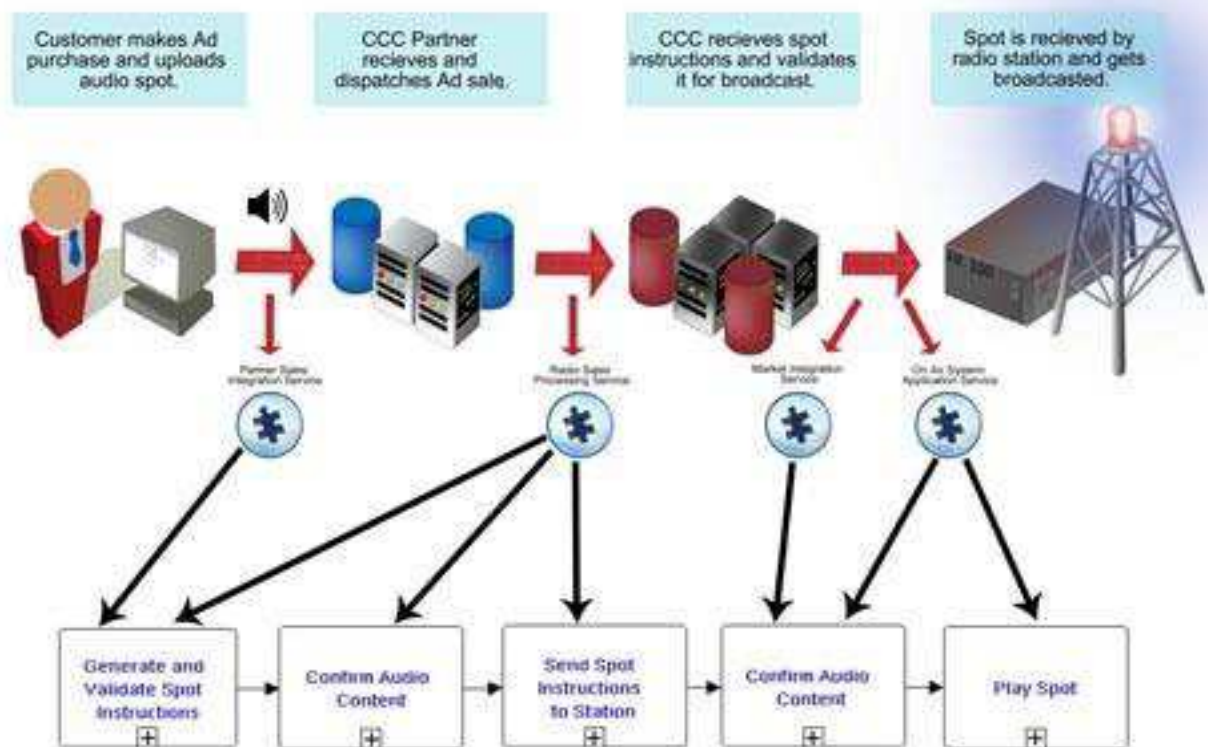
**BPM and SOA enables mega media transaction between Clear Channel Communications (CCC) and an internet search engine leader**

## The Challenge: *Create a New Ad Sales Process that Crosses Company Lines*

CCC's mega-deal with one of the world's leading search engine providers in early 2006 required that it allocate more than 10% of its Radio Ad inventory to sales channeled over the internet by the search engine provider. This made it necessary to develop a new, agile and innovative Ad Sales process in order to support the magnitude of these transactions.

## Their Goals:

- Allowing customers to upload audio advertisements on the internet for broadcast on radio stations
- Alignment of Sales and Back-Office operations



## The Solution: *Develop a strong process culture with BPM*

The SOA approach requires making changes in how one thinks about company organization. Simply upgrading technology is relatively easy compared to the challenges that are faced on a process level. These difficulties have made SOA implementations dependant on a strong process culture, and required the service orchestration to be managed with a decentralized BPM top-layer.

With the deal sealed, CCC took its process maturity to the next level, leveraging its enterprise-wide process repository – the Enterprise Process Center® (EPC) – combined with localized initiatives using Visio-based process maps describing both the business and IT aspects of their operations.

## The Benefits: *Massive improvements*

Clear Channel's SOA initiative required several changes to the company environment, including organizational shifts in architecture and the adoption of an approach that encourages innovation and solution development.

## Project Benefits

- More efficient sales processes
- More effective management implementation
- Better distribution of work
- Quicker time-to-market



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