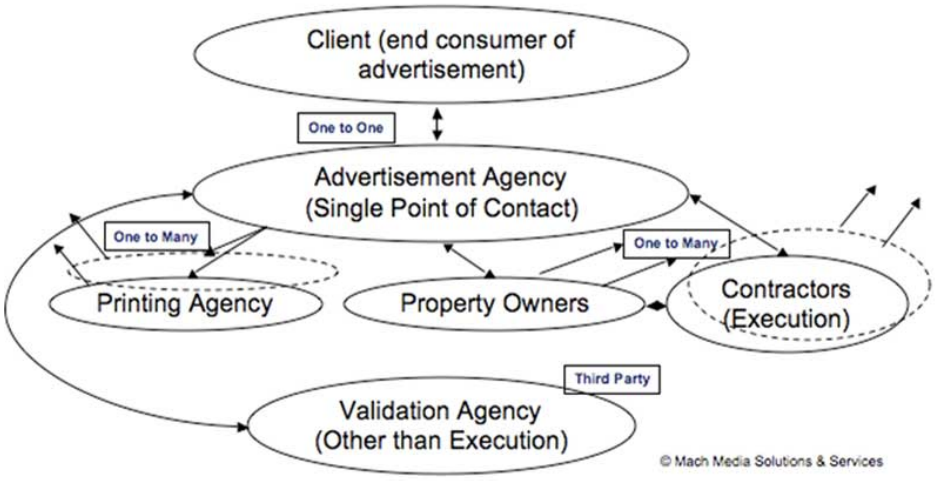
Mach Media Solutions & Service (MMSS) was started in June 2008 with an objective of providing innovative technology-led solutions to the media industry. MMSS has offices in Mumbai & Pune. 'VeriZY' is the flagship product suite in Outdoor Media monitoring & reporting. And they have few additional applications in lab lead by strong customer demand. And the key technology is Indian Patent Pending.

OOH or Outdoor has evolved as a specialized media in recent years in India. Outdoor ad-spend has steadily increased with clients, brands for its cost effectiveness in increasing touch-point with consumers who are increasingly spending more time out of home. Several prominent agencies have created separate companies or divisions to cater to client demand.

Overview

The process of media planning is followed by an elaborate execution of campaign that is challenged by its geographical spread and numerous regional & local players. Key success factor in Outdoor is seen in an agency's ability to execute.

The eco-system



Industry is characterized by:

- Several players in value chain,
- Is highly fragmented when it comes to ownership/lease rights of actual media (property owners, vendors as sometimes called),
- Unavailability of uniform standards for rating & information interchange.

The Process:

- Client requests Agencies to provide their plan for handling the outdoor media budgets.
- Media agency continues to research for right media vehicles, via consolidation of data from Property Owners & its own research wing. And proposes a plan.
- Plan is approved & Agency gets into action to fulfill task.
- Once the campaign breaks, its required to furnish photo proofs of the execution.
- And continue monitoring (with photos) to report the status of the media (for its quality of installation, illumination, obstruction & visibility).

Problem Area

Verification (& proof of campaign execution) is a necessary step in confirming that work is executed & media is maintained for the contract period. A photograph with date on them is the only valid evidence today. Taking photos, renaming the file from DSCXXX.jpg to valid media location information, updating excel sheets, sending bulky emails (and prints) of hundreds & thousands of locations is a time consuming, laborious, manual, process prone to errors and to doctoring information. Compounded with the fact that the campaign durations are collapsing to as small as week or 3 days. Information food chain from property owners/vendors to outdoor agencies, from outdoor agencies to their end clients, in both directions, is a problem for information creator (agency/vendor) so also for the information consumer (client/agency); collecting & collating from field & reviewing tons of emails. Series of discussion within the eco-system followed the initial concept of the solution. **Solution Objective** It was decided to focus on,

- Creating a solution that will make it possible to monitor & report in near real-time, providing benefit of immediate information of campaign execution. This was seen vital for control on execution as campaign durations are reducing,
- Create system which is tamper proof, third-party like and with date, time & location identification tagging for each photo-proof,
- Reduce manual errors and improve quality of life for field staff.

Our Approach

VeriZY, has its genesis in "Verification (and monitoring/reporting) made easy".
We approached to solve the problem by combining experience of remote data monitoring technologies that have been used in Industrial world for decades and the latest mobile/wireless technologies, web technology that have changed the way we collaborate. Our initial customers suggested a long-term technology solutions approach than mere solution creator. We decided to take this position of solution led service provider. Today, VeriZY is a software platform, a combination of hosted web application and bespoke application on mobile phones with camera, GPS (optional) & GPRS communication. The bespoke mobile application works from phones as cheap as Rs. 3500 making it easier to adopt for monitoring. Solution is future proof in many ways; is hosted & uses open source technologies, reducing total cost of ownership to wide range of clients; is developed for lowest class phones. As the camera & phone resources will get better by the day, attractiveness only increases further. 4 out of top 10 OOH players in India have already embraced our approach. Our customers are mainly the specialized agencies who use VeriZY as value-add lever with their clients.

Mobile Application Work Flow

Camera Phone Pre-loaded with VeriZY => Reach Site =>Identify media=> Run app => Take Photo => Tag with code =>Review

Enter campaign code => Upload photo => Await 'success' message (takes about 30-40 sec) => Go. That's all

No need to go to office & rename file dsc001.jpg and send bulky photos or prepare numerous excel sheets (done online)

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Web Application provides easy online management

Various reports are available online, (a) Report with Cell Tower Information

Date (DD/MM/YYYY):	26/09/2008
User ID:	

City	Media	Date Monitored	Time Monitored	User ID	Hoarding ID	Loc
Mumbai	Bus Shelter	2008-09-26	20:30:29	Mangesh		Hug
Mumbai	Hoarding	2008-09-26	20:46:15	Mangesh		Sat
Mumbai	Hoarding	2008-09-26	21:15:55	Mangesh		Cola from
Mumbai	Hoarding	2008-09-26	22:01:53	Mangesh		Pare Niw

(b) Report with IMEI numbers & Area

Date (DD/MM/YYYY):	20/09/2008
User ID:	

CAPTURE ACTIVITY DATA

Media	Date Monitored	Time Monitored	IMEI Number	User ID	Hoarding ID	Hoarding Quality	Brand	Area	Link to the Photograph	Snap Detail
Others	2008-09-20	14:04:16	353089027606389	Sachin	466358	Good	9X CHANNEL	HTD	Click to see image	Close
Bus Shelter	2008-09-20	14:40:40	353089027606389	Sachin	536963	Good	CHIVAS	CHURCHGATE	Click to see image	Close
Bus Shelter	2008-09-20	14:47:06	353089027606389	Sachin	586333	Good	BLENDERS PRIDE	MANTRALAYA	Click to see ima ge	Close
Bus Shelter	2008-09-20	14:50:34	353089027606389	Sachin	5869636	Good	Syndicate Bank	MANTRALAYA	Click to see image	Close
Hoarding	2008-09-20	14:59:12	353089027606389	Sachin	2365252	Good	Hospitality world	CHURCHGATE	Click to see image	Close
Bus Shelter	2008-09-20	15:11:51	353089027606389	Sachin	5635245	Good	DABUR Real Activ	CHURCHGATE	Click to see image	Long
Hoarding	2008-09-20	15:14:19	353089027606389	Sachin	580236	Good	BANK OF INDIA	HTD	Click to see image	Close
Bus Shelter	2008-09-20	15:17:31	353089027606389	Sachin	2144269	Good	Central Bankof india	CHURCHGATE	Click to see image	Close
Hoarding	2008-09-20	15:34:17	353089027606389	Sachin	258147	Good	SONY MONY	CHARNIROAD	Click to see image	Close
Hoarding	2008-09-20	15:36:36	353089027606389	Sachin	236639	Good	ICL	CHOWPATTY	Click to see image	Close

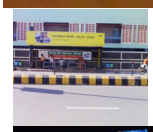
(c) Reporter with ability to create ad-hoc reports

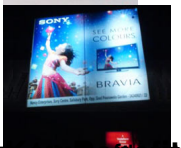
Date From (DD/MM/YYYY):	22/09/2009
Date To (DD/MM/YYYY):	22/09/2009
User ID:	
State:	All
Client Code:	
Campaign Code:	
User Name:	

MONITORING REPORT

State	City/Town	Media ID	Location	Media Vehicle	Creative/ Campaign	Language	Type	Size		Nos	Total Sq. Ft.	Date of Monitoring	Vinyl Installation		Illumination		Obstruction		Link to picture
								W	H				Correct Yes/No	Nature of Problem	Working Yes/No	Nature of Problem	Yes/No	Nature of Problem	
Kerala	Cochin		Palarivattom	Hoarding			Front Lit	75	20	1	1500	2009-09-22	Good		Not Applicable		No		Link
Kerala	Cochin		Kochin University Junction	Traffic Signal			Non Lit			1		2009-09-22	Good		Not Applicable		No		Link
Kerala	Cochin		Kochin University Junction	Traffic Signal			Non Lit			1		2009-09-22	Good		Not Applicable		No		Link
Kerala	Cochin		Aluva	Hoarding			Front Lit	72	24	1	1728	2009-09-22	Good		Working		No		Link
Kerala	Ernakulam		Parvoor Kavala	Traffic Signal			Non Lit			1		2009-09-22	Good		Not Applicable		No		Link
Kerala	Ernakulam		Parvoor Kavala	Traffic Signal			Non Lit			1		2009-09-22	Good		Not Applicable		No		Link

Samples Photos





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