

case study



CBS Outdoor, the leading outdoor advertising and media company, has improved its placement of advertising billboards across London Underground using B2M's mProdigy<sup>®</sup> enterprise mobile management platform.



Speed and accuracy are the key benefits. We can now confirm that a customer's poster is up on the correct advertising site as soon as the work is done and our clients receive their reports much faster.

- Tom Birtchnell, Head of IT at CBS Outdoor



Actionable Analytics  
 for Business-Critical  
 Enterprise Mobile Devices

## Business Need

CBS Outdoor needed to replace the outdated paper-based worksheets used by poster fixers on the London Underground. After each night shift, the fixers' completed worksheets were returned to the office and manually entered into the central database by three administrators. This task was open to manual errors and could take a whole day when factoring in day and night shift work.



An earlier experience with mobile scanning devices used on the advertising displays on the buses across the UK suffered from a lack of remote management control. For example, when CBS Outdoor needed to update the 200+ devices, the team had to travel to each bus depot to modify the half-dozen devices at each location.

For the new underground system, we did not want to repeat this onerous task. We had to adopt a connected model which enabled us to maintain, monitor and update the devices plus troubleshoot from a central control system.

- Tom Birtchnell, Head of IT at CBS Outdoor

## The Solution

An application was developed for fixers to scan a poster-site's barcode which then indicates which poster is required for that location. The poster's barcode is then scanned to confirm it has been fixed to the correct site. Job schedules, progress updates and incident reports are all entered on to the device.

B2M's mProdigy mobile management suite provides the management tools that are vital in this mission critical environment. It was used to rollout the application to the devices of 150 underground fixers.

With mProdigy, CBS Outdoor's IT department can undertake remote maintenance any time over the GPRS network. This includes various levels of remote reset/recovery, scheduling and deploying software updates, retrieving diagnostics or log files, and tight device configuration control. Additionally, mProdigy automatically maintains a comprehensive asset register of all devices, sub-components, software and device profiles.

With mProdigy, we have the freedom to treat the data returning from users in different ways and means. We can keep the information from trainees on a test system and reap early benefits from those working on the live database.

- Tom Birtchnell, Head of IT at CBS Outdoor

## Business Benefits

The mobile system gives CBS Outdoor fast and accurate reports on the status of poster installations. In addition, CBS Outdoor has enhanced the management information within the business. The team of three administrators will no longer need to spend days processing work sheets, and will be able to focus on ensuring all adverts are in the right place at the right time.



mProdigy gives us a robust solution so our IT team has control over the mobile devices and the software on those devices. They can now update devices at the depots with new software as well as input minor adjustments without leaving the office.

- Tom Birtchnell, Head of IT at CBS Outdoor