GIS Based Billboard Management

The management of Outdoor Advertising includes keep an inventory of all the signs, information on the sign location, classification and condition, duration for which they are leased and associated financial data. All this information needs to be in a state in which it can support business decisions. Without a proper system, revenue leakages are rampant due to inaccurate inventory figures and strategic decision making can be cumbersome.

Billboard and Outdoor Advertising Management Solution by Techno Brain Ltd is a management solution with GIS Centric capabilities that allows local governments to manage all these elements in an efficient and effective manner.

Features

Rich User Interface

- All in one- Map with ad locations is on the same page with the related financial data for the billboards.
- Comprehensive Pop-Ups- At just a click of a button a user is able to see the image of the billboard, the customer’s details, duration for which the site has been leased and the payment status (paid & unpaid).
- Color discriminators

Use of color indicators to show the current status of an advert site to the user as per their preferences.

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Dashboard- Shows an overview of information therefore providing a “snapshot” of the organizations performance to the management. This includes;

- Sales performance in monthly, quarterly and annual windows
- Occupancy rate
- Top clients
- Alerts i.e. when the number of ideal sites exceeds a certain threshold

Booking: An online booking portal allows clients to book ad sites at the convenience of their offices. This reduces queues at county offices and expedites the process of booking a site.

Job order: Shows actual operation information and facilitates maintenance-related issues. It includes:

- Job Order
- Service Order

Routing: Provides best route data to a specific billboard site. This is helpful in cases where some maintenance work needs to be done and a maintenance crew has been dispatched or when replacing an ad.

Key Benefits

- **Integrated Solution** – Addresses permitting, inventory/acquisition, surveillance, GIS mapping, accounting, and financial billing
- **Intuitive Workflows** – Facilitates design for both internal departments of local governments users and external customers; easily accommodates usage in the field by work crews; seamlessly integrates permitting and imagery; conveniently navigates to external web portal for customers.
- **Leverage ALL of Your Data** – Allows departments of local governments to leverage investments made through data collection efforts; enables use of imagery; integrates all data with data models for better decision making.
- **Reporting and Analytics** – Allows the usage of most reporting tools through robust reporting tools; utilizes spatial analysis, such as trend analysis, and change detection; merges financial and geospatial data for business intelligence.

About Techno Brain

Techno Brain, a CMMI Level 3 company with operations in Africa, Asia, USA, UK and UAE is committed to deliver high quality, cost effective, off the shelf ICT Solutions, Education & Training and BPO / IT Enabled Services to NGOs, Government and Private organizations globally.

Techno Brain offers IT Solutions and Products in Enterprise Business, Identity Management, ICT Consulting & Business Automation, IT Infrastructure, Managed IT Services, RFID & GIS and BI / DWH areas. Our major IT Products developed in house include InspireHRM, a Certified for Microsoft Dynamics (CfMD) Human Resource & Payroll Management System; MESure, Project Monitoring & Evaluation System, a CfMD product; SecuRegister, a Multi-modal Biometric System; IFMS, an Integrated Financial Management System; AIRevenue, an Airport Revenue Management System; SecuRelief, Disaster Relief Management System; mIVR, an Interactive Voice Response based Healthcare System; Smart Fleet, Fleet Management System and mSecured, a Helpline Case Management System.

Global Presence

Ethiopia | Ghana | India | Kenya | Malawi | Mozambique | Namibia | Nigeria | Rwanda | Saudi Arabia | South Africa
South Sudan | Swaziland | Tanzania | UAE | Uganda | UK | USA | Zambia | Zimbabwe

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