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5 fifteen announces release of ad DEPOT

Publishing solutions provider 5 fifteen Limited has announced the release of ad DEPOT, the world's first complete advertising booking system built entirely in web services.

ad DEPOT is an exceptionally powerful advertising booking system; a browser-based, Service Orientated Architecture (SOA) compliant solution adhering to emerging standards for advertising interchange. Over three years in development, ad DEPOT delivers comprehensive functionality, separating application from workflow and taking advantage of the very latest technologies from other industry suppliers.

Commenting on the announcement, managing director of 5 fifteen, Rod Fenwick, said, 'The Internet dominates the publishing landscape. Advertisers are demanding more. They are redefining the way in which business is conducted with their partners. New challenges require new thinking and new solutions.'

ad DEPOT is designed entirely in .NET and Java with no proprietary legacy application hidden underneath. ad DEPOT consists of a number of inter-connected components including solutions for the automatic make-up of classified and display advertising. Whether you are searching for key account information, monitoring sales performance, analysing trends or managing workflow, ad DEPOT ensures increased productivity through a familiar browser interface.

'Our aim is to reduce the cost of ad order entry with a system that eliminates tedium, improves communication, adds speed, and ensures accuracy,' stated Howard Robson, 5 fifteen product manager. 'ad DEPOT is a solution that builds efficiencies, reduces costs and increases sales volume through the use of the Internet.'

ad DEPOT is delivered with Microsoft BizTalk Server, which defines and executes business processes and workflow while helping to integrate systems and trading partners faster than ever before. With an integrated rules engine, flexible business rules can be implemented and enhanced as and when required. ad DEPOT delivers highly automated business process management with the flexibility to incorporate a human touch at appropriate stages throughout the workflow.

David Montgomery, 5 fifteen's development manager, stated, 'ad DEPOT, built using SOA, is inherently more agile, extendable and modular than the current crop of client-server solutions offered by other industry suppliers.'

ad DEPOT is production ready, and a number of UK magazine publishers have subscribed to a Beta programme.

About 5 Fifteen Ltd.

5 fifteen provides consulting services and software products designed for newspaper and magazine publishers' editorial, advertising, circulation and new media applications.

Headquartered in Slough, United Kingdom, 5 fifteen works with more than 100 publishing operations worldwide including Hachette Filipacchi, Hello Magazine, IPC Media, Elsevier Science, Reed Business Information and The Chronicle of Higher Education.

www.5fifteen.com

This release and other information about 5 Fifteen Ltd may be downloaded from the Bespoke Agency press room: www.bespoke.co.uk/clients/5fifteen/5fiEng1091.htm

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