

# EXTERION MEDIA

Exterion Media is Europe's largest privately held out-of-home advertising business, serving advertisers in the UK, Ireland, France, Italy, the Netherlands, Spain and China.



**Client**

Exterion Media

**Industry**

Out-of-home advertising

**Organisation size**

>10,000 employees

**Country**

United Kingdom

**Product**

Microsoft Dynamics AX  
AXAD System

## PROJECT TASKS UNDERTAKEN

- Functional requirements gathering
- Gap analysis
- Software specification documentation
- Software development
- Work package unit and system testing
- IT user training and documentation

## PROJECT DESCRIPTION

This Microsoft Dynamics AX project has involved the development of a complete management media module, including development of a pack builder, availability engine and simulation, artwork scheduling and pricing and 3 integrations, to Salesforce, BroadSign and Interserve. The module worked seamlessly with the remaining Dynamics AX functionality.

