

Stockholm, May 2020

Leading Finnish publisher implements Cross-advertising

Atex are pleased to announce that Hämeen Sanomat have chosen Saas based Cross-advertising to revamp their multichannel sales capabilities.

Hämeen Sanomat, a leading publisher of newspapers and magazines in Hämeenlinna, Finland, have chosen to implement Cross-advertising throughout the company. Cross-advertising combines CRM, Multichannel Booking, Production, Financials and Analytics into one browser-based solution to meet the ever-changing needs of their business.

The ease of deployment and intuitive nature of the system meant Hämeen Sanomat had implemented, trained staff and gone live with Cross-advertising in a little over 3 months. The system is fully hosted and managed by Atex.

Päivi Kuusisto, IT Director, Hämeen Sanomat Oy, states:

“ Moving to Cross-advertising has given us a modern multi-channel advertising solution with CRM, sales, production and economy features integrated into one solution.

The fact that the system is fully hosted and browser-based has given us great flexibility and the ability to work remotely, which is particularly important in the current circumstances. It has also enabled us to make improvements to our production workflow as well as providing immediate feedback and greater clarity on activity for our sales team”

“It’s been a pleasure to work with Hämeen Sanomat throughout this implementation” commented **Jens Holmström, Sales Director, Atex.** “The fact that Hämeen Sanomat adopted Cross-advertising in such a short space of time is testament to their Organisation and also a strong endorsement for our product. They had some specific needs with regards to integration and were also the first customer to adopt our improved production functionality, which is another strong signal for Atex and the flexibility of Cross-advertising ”

About Hämeen Sanomat

Hämeen Sanomat, founded in 1878, is a daily provincial newspaper that belongs to the Aina Group. It produces interesting, high-quality and diverse multichannel content based on strong journalistic expertise and interactivity.

About Atex

Atex is a leading provider of content management and advertising systems for the global media industry. We develop smart digital solutions that make a measurable difference and enable our customers to streamline operations and optimise their digital strategy. As a global organisation, we are committed to helping companies build revenues and reduce costs through products that are increasingly personalised, localised, collaborative, contextually relevant, and available on demand.

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