



## ADVERTISING.COM PARTNERS WITH LCG TO HELP MEET THEIR GROWING BUSINESS NEEDS



In April 2004, Advertising.com – one of the world's leading providers of results-based interactive marketing services and now a part of America Online (AOL) – began a relationship with LCG Technologies. The objective? Help the company meet its ever-growing business needs.

LCG's primary charge was to perform a comprehensive assessment of Advertising.com's technology systems and develop an IT strategy with specific recommendations to manage and support exponential growth.

### DEVELOPING A VISION...AND IMPLEMENTING THAT VISION

Advertising.com's primary mission is to conduct strategic direct-response and brand marketing campaigns that guarantee bottom-line results for its clients. From web ads to search listings, Advertising.com offers diverse tactical tools, innovative thinking and the most expansive reach in the industry.

But in early 2004, the company realized that it needed to evaluate its own technology division and devise a strategy for increasing its efficiency while still meeting the rapidly growing needs of the business.

That's where LCG came in. Advertising.com partnered with LCG in the spring of 2004 to perform a comprehensive IT assessment and to develop an IT strategy that would help facilitate the company's rapid growth.

"LCG's assignment was to come in and take a look at our technology division," said W. Gar Richlin, Advertising.com's Chief Operating Officer. "We asked them to look at how the division was structured...how we did development...and how we were organized. We wanted LCG to make recommendations about how we could do it better."

"For example, did we have the right people in the right places," Richlin continued. "Did we have the right processes in place? Did we have the right systems and controls?"

### "A VERY THOROUGH REPORT AND SPECIFIC RECOMMENDATIONS"

The net result of this comprehensive assessment – a process that lasted nearly three months – was a very detailed report and a set of strategic recommendations tailored specifically for Advertising.com.

"LCG came back to us with a very thorough report and specific recommendations," recalled Richlin. "And as a result we've continued to retain Tom Lang of LCG as our acting Chief Technology Officer to help us implement those recommendations."

That process of implementation is ongoing today, but there is no question that LCG has already begun to deliver enormous value to Advertising.com. "I don't think there was any question about the accuracy of LCG's recommendations," said Richlin. "We're now in phase two, where we're beginning to develop our new process, reorganize ourselves and create better discipline. We couldn't have done any of that without the help of LCG."

### WITH LCG, PEOPLE MAKE THE DIFFERENCE

When any organization decides to partner with LCG Technologies, they can be sure that the relationship will be built on a foundation of quality individuals.

At LCG, people really do make the difference. LCG employs a highly-skilled professional team of business-centric technology consultants who understand that trust, accountability and productivity are the key to success for any business solution.

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#### HOW LCG HELPS ADVERTISING.COM ACHIEVE ITS GOALS THROUGH TECHNOLOGY

- > Performed a comprehensive IT assessment for the company and developed an IT strategy that included a specific set of recommendations designed to help Advertising.com meet their growing business needs.
- > Developed a strategic IT plan for the company that provided the framework for the implementation of the company's vision and an alignment with the company's specific goals.
- > LCG's President Tom Lang has worked with Advertising.com as the company's acting Chief Technology Officer since September 2004.

In the case of LCG's partnership with Advertising.com, that solution called for hands-on support from one of LCG's senior executives. And that's exactly what the client got: LCG's President, Tom Lang, works on a daily basis with Advertising.com to help lead the technical implementation of the solution that LCG developed.

#### UNDERSTANDING THE NEEDS OF EACH AND EVERY CLIENT

Another thing that sets LCG apart from other technology providers is their ongoing commitment to understanding the specific needs of every client.

Rather than provide generic recommendations – or “out-of-the-box” solutions – LCG goes the extra mile to understand each client's business and offer solutions designed for their unique circumstances.

“I think LCG has done a terrific job understanding the needs of our business,” said Richlin. “For Tom (Lang) to have not been a part of our company for several years, he came in and figured out what we needed very quickly,” said Richlin. “And his conclusions and his analysis were very much accurate. We were never in a situation where we had to say, ‘Oh no, Tom, you really don't understand, it goes something like this...’ So he got it. He understood our business and our needs very quickly and he came up with the recommendations that made sense to all of us.”

#### “THE BEST IT CONSULTING FIRM AND PARTNER WE'VE EVER HAD”

“I certainly would recommend LCG to anyone looking for a technology partner,” said Richlin. “The company is incredibly professional and easy to work with. They don't have that ‘consultant’ approach. They're much more of a ‘roll-up-your-sleeves’ type of partner.”

“That's the nice part of it,” Richlin continued. “The company made a recommendation and now they're helping us implement it. It's not theoretical – it's the real world.”

“LCG Technologies has become a strategic technology provider and partner for Advertising.com,” says Scott Ferber, Chief Executive Officer of Advertising.com. “Their breadth of business and technical knowledge is great. And their commitment level to our success is unparalleled. They are the best IT consulting firm and partner we've ever had.”

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