

Ad Tech Tooling

Modernize ad operations with integrated tools that improve performance and team productivity

GlobalLogic, in collaboration with AWS, helps media and advertising organizations extend and modernize their ad tooling ecosystem, from campaign management to telemetry and creative ops.

Our consulting-led approach improves operational visibility, **unifies fragmented workflows**, and streamlines collaboration between AdOps, sales, and delivery teams.

Whether you need a custom OMS, campaign tool, or unified demand/supply solution, we help build the right tools to reduce friction, accelerate performance, and increase revenue.

9+

years and counting

as the key strategic engineering partner to a leading media streaming player/ Smart TV OS company that streams more than 80B hours of content annually



Our comprehensive **Ad Tech Tooling** services and solutions include:

- End-to-end consulting: Discovery, PoC, and implementation
- Custom Order & Campaign Management Systems
- Creative operations and asset workflow automation
- Demand, supply, and inventory tooling
- Real-time telemetry and troubleshooting dashboards
- Unified UX for AdOps and revenue teams
- Seamless integration with ad servers, CRMs, and billing
- Built for scale on AWS

GlobalLogic's Ad Tech Tooling solution equips media companies and ad platforms with the tools needed to **unify, simplify, and scale their advertising operations**. From order management to campaign execution and real-time telemetry, we help clients build and evolve systems that drive efficiency and empower internal teams.

With deep expertise in the ad lifecycle and proven success across enterprise-scale deployments, we modernize legacy workflows and integrate fragmented tools into a **cohesive, AWS-enabled environment**. Our approach ensures that key operational data is visible, actionable, and centralized, enabling better decisions and faster execution.

From discovery to go-live, we **reduce risk and accelerate time-to-value** with proven strategies and best practices using GlobalLogic's Ad Tech Accelerator.



Streamlined Workflows

Reduce manual effort and communication gaps by automating core campaign, creative, and order management processes.

Improved Transparency

Centralize critical data—inventory, spend, auction metrics—for complete visibility across the ad lifecycle.

Faster Time-to-Value

Accelerate rollout and realize value quickly with GlobalLogic's proven Ad Tech Accelerator and phased delivery model.

Purpose-Built Solutions

Empower your team with tools tailored to your platform, audience, and goals—designed to integrate with your existing ecosystem.

Let's start engineering more intelligent ad operations—together

Empower your teams with **purpose-built ad tooling from GlobalLogic and AWS**, designed to streamline operations, boost campaign performance, and unlock new efficiencies across your ad business.

Contact us to get started.