



Clarus to provide Clear Channel with a complete solution combining IT and financial services

Clear Channel is an out-of-home media company; an expert on advertising that takes place outside one's home environment. The advertising tools offered by Clear Channel are individualized and tailored to each customer. In addition, merging outdoor advertising with the operational environment and enlivening the advertising are an integral part of Clear Channel's activities – both in Finland and internationally.

In Finland, Clear Channel's advertising media can be found on the national giant billboard network, Helsinki-Vantaa airport, streetcars, subways, train stations, ski resorts etc. Listed on the New York Stock Exchange, Clear Channel Worldwide operates in 66 countries and employs more than 50,000 people.

Clear Channel Finland arrived at a decision to outsource its financial functions to Clarus. When choosing among and deciding on the service provider alternatives, the key factors impacting Clear Channel's choice were the financial systems and strong IT expertise of Clarus. The complete system, supplemented by the Talouspalvelut.fi-service, covers every need of financial control Clear Channel has.

"Ever since the outsourcing, our own use of time has become significantly more efficient", says Clear Channel CFO *Samí Näveri*. "The effective and tailor-made systems have decreased the time spent on manual, routine work, and opened up new development opportunities. The advances we have made in our sales reporting are an excellent example of an efficient combination of systems and process control."

According to Clarus CEO *Arto Nimander*, the collaboration with Clear Channel is an exemplary case of creative financial management and successful business management. "From the get-go, Clear Channel has emphasized the importance of proficient systems and automated processes. This fits our operations model perfectly, and combined with our expertise in financial administration, it has provided Clear Channel with a first-rate platform for rapid business growth."