

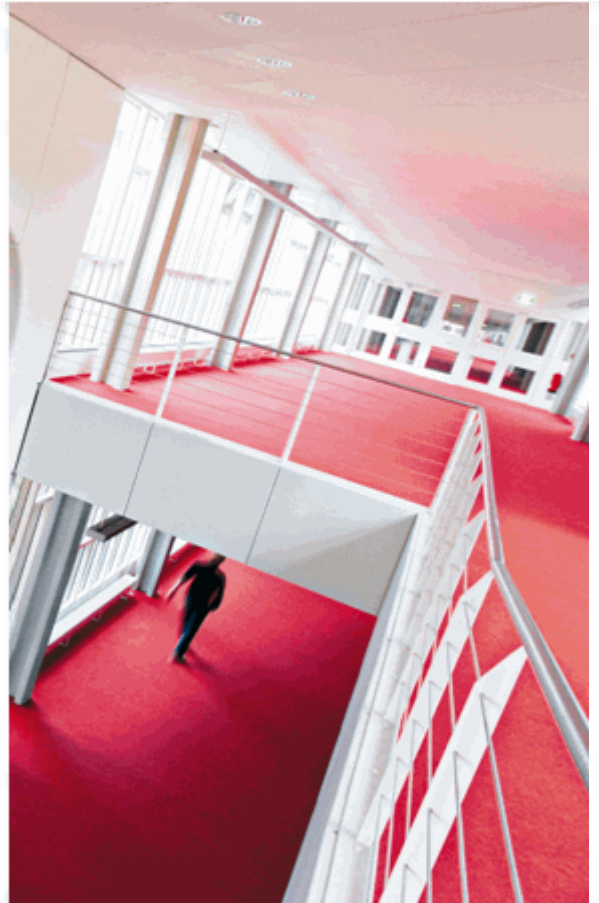


## alfa AdSuite Enterprise

The order management system from alfa Media

Our flexible solution for administering every type of order

- Handling all commercial and technical processes for every type of order
- Optimising customer support through integrated Customer Relationship Management
- Integrating the customer via web-based order processing application



# alfa AdSuite Enterprise

## alfa AdSuite Enterprise optimises your workflow

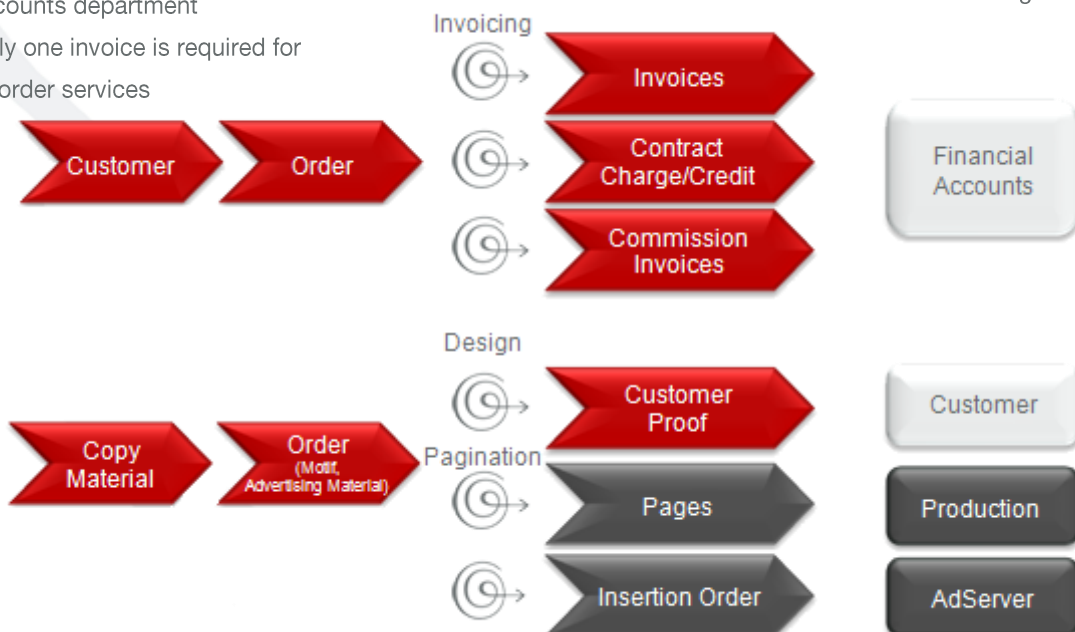
We know the newspaper business. And we know the challenges currently facing media companies and publishers. For this reason, alfa Media have developed a solution that significantly enhances productivity in order processing: alfa AdSuite Enterprise. Orders can refer to much more than just print advertisements: from inserts, online advertising forms, TV and radio spots or user-defined order types – alfa AdSuite Enterprise can handle every type of order quickly, flexibly and easily.

### Order administration

(Fig. 1)

Integrated commercial and technical processing deliver heavily streamlined order-processing workflow that gives you integrated operations.

- A convenient and ergonomic user interface allows orders to be processed and administered efficiently
- An integrated invoicing system generates invoices, credit entries, contract and commission calculations and transfers the data via a bidirectional interface to the accounts department
- Only one invoice is required for all order services



### Integrated administration of advertising material

Given the variety of possible orders, it is essential that the workflow that generates advertising material is efficiently controlled. With this in mind, alfa AdSuite Enterprise offers the following features:

- Convenient storage for advertising material in the digital order folder
- Forwarding to the various publication channels
- Integrated forwarding to other alfa Media products

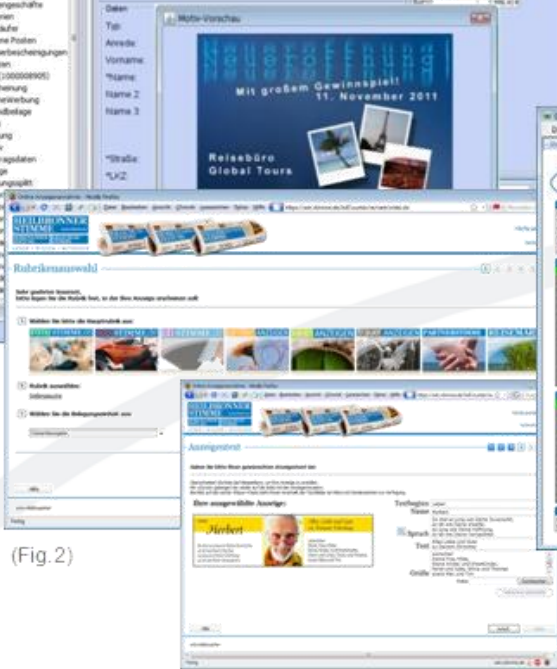
### Online ordering (Fig. 2)

The 24/7 online self-service for private and business customers involves no additional personnel deployment or any change of infrastructure in the publisher. However, the added value for the advertising customer is significant and the savings for the publisher are immense.

- Ads can be designed, created, placed and paid for online and at anytime
- Costs associated with order processing are reduced
- Seamless integration with a media company's existing IT structure is guaranteed



(Fig. 1)



(Fig. 2)



(Fig. 3)

### Operational Customer Relationship Management

Campaign management with customer selection based on definable customer and order criteria offers a clear and comprehensive representation of all relevant customer information.

- Existing customer potential is optimally utilised
- Professional contact management with comprehensive CRM functions extends all the way from automatic generation of circular letters and campaigns to tracking existing transactions

### Integrated statistics and analyses

The flexible analysis of all offers, reservations as well as the scheduled and invoiced orders provides transparency and makes it easy to create user-defined analysis and statistics.

- Interactive results – simply click to open the orders behind a particular amount
- Transfer to other programs with the aid of XML export and transfer to Microsoft® Excel

### Management Information System and Business Intelligence (Fig. 3)

alfa Business Intelligence collects and compresses the data from various alfa Media applications and provides an overview of analyses, both for compressed data and for detailed information.

- All key business figures are visible at a glance
- Powerful data mining functions build on the latest in-memory technology
- The application can run on local workstations. It can also be web-based or displayed on mobiles and PDA's as an iPhone™ application



## Functional Scope

### Customer Data

- Customer number valid across multiple publishers
- Primary address
- Various other address types (e.g. billing address)
- Different commercial and technical data for each client/ publisher
- Contact partners
- Definition of various communication channels
- Product, issue and column-based settlements
- Customer as agency
- Linking agency to advertisers
- Customer relationship management
- Information about credit rating/ dunning attribute from financial accounting via interface
- Salesperson-customer assignment
- Assignment of logos to customer
- Change history
- Information about document dispatch includes advertisement printing on account
- Rapid entry screen for customer input
- Customised accounting
- Freely definable customer and contact partner features
- Customer dashboard
- Definition and account management for customer-specific service packages
- Administration of user-defined customer-specific documents
- Definition of forecast figures for statistical purposes

### Salesperson

- Definition of salespersons/sales teams
- Storage of master data
- Definition of commission rates
- Option for salesperson splitting
- Rule-based automatic salesperson assignment
- Definition for forecast figures for statistical purposes
- Commission entitlement
- Commission invoicing

### Order Data

- Runs for advertisements, inserts, online advertising and freely definable item types
- Multiple items per order
- Complaint handling
- Offers and reservations are possible
- Processing back-to-back transactions
- Automatic salesperson determination
- Payment split for orders
- Processing box-number ads
- Processing collectives
- Creating the advertisements
- Change history
- Freely definable order characteristics
- Administration of user-defined order-specific documents

### Workflow

- Freely definable publishing processes
- Dynamic task lists for user(groups)
- Assigning tasks
- Automated creation and deletion of entries

### Customer Relationship Management

- Complete contact management (telephone, E-mail, visit etc.)
- Integration with telephone system (select by clicking, customer search for incoming call)
- Task list via dashboard
- Campaigns
- Creation of circular letters
- Tracking campaigns in task list
- Task list via dashboard (E-mail inbox, contract monitoring etc.)

### Clients, Publishers and Products

- Classification by client and publisher
- Unlimited number of publishers within a client
- Unlimited number of products within the publishers
- Central data structure with logically separated data management

### Ad Order-taking and Advertising Rate

- Powerful search functions for customers, orders, ads, inserts, invoices etc.
- Creation of new customer via fast entry
- Intelligent duplicate handling
- Capture of commercial order data
- Capture of straight copy, designed ads ready for typesetting using alfa PageOne XT
- Adjustable administration of status and status transitions
- Posting of single editions and freely or predefined edition combinations
- Direct access to logos (section and/or customer-specific)
- Advertisement creation using DTP programs (Adobe® InDesign®, QuarkXPress® and CorelDraw®)
- Assignment of delivered camera ready ads
- Various types of individually configurable customer correspondence
- Administration of order documents and motifs

### Advertisement Scheduling

- Placement sections
- Placing from AdSuite
- Waiting lists for placement
- Display free placings
- Placing during order entry

### Offers and Reservations

- Offers and reservations
- Handling advertisement scheduling offers
- Entered order can be used to generate offers
- Dispatch via letter, PDF or E-mail

### Price Calculation

- Pricing
- Discount scheme definable for individual customers
- Wide variety of discounts/ surcharges
- Manual price adjustments in the order
- Pro-rata invoices
- Individual customer rates
- Differentiation of basic and loco price
- Net or gross prices

### Processing

#### Box-number Ads

- Creation of an advertisement with box-number text and box number
- Box-number types/box-number address
- Communication with box-number customers
- Box-number stickers

#### Correction Workflow

- Internal/external correction
- Direct printout of the document
- Creating a PDF file
- Sending an E-mail with document
- Sending an E-mail referring to high-resolution customer proof

#### Contract Administration

- Creation and administration of all common current contract forms
- Contract tracking
- Contract calculation
- Group contracts

#### Agencies

- Advertising or media agencies
- Advertiser allocation
- Agency orders
- Handling advertiser contracts
- Agency commission

#### Billing

- Accounting (separation, in-house invoice address)
- Invoicing, immediate invoicing, cash invoicing
- Cancellations and credits
- Invoice run administration
- Interfaces to various financial accounting systems

#### Document Dispatch

- Document dispatch addresses
- Document labels
- Unlimited number of document dispatch addresses

#### Production

- Double pages
- Flying pages
- Dual monitor handling

#### Maintenance and Service

- Distribution via alfa AutoUpdate
- Multiprocessor enabled
- Auto-log copy

### Complaint Handling

- Cause, reason and trigger for complaint
- Compensation options
- Complaint assessments

### Batch Processing

- Creating existing batches
- Creating new batch
- Collective registration also directly by the salesperson
- Standard letters

### Processing

#### Other Order Types

- Online advertising
- Insert orders
- Package orders
- Freely definable services

### Standard Statistics

- Volume statistics
- Sales statistics
- Insert statistics
- Salesperson statistics
- Target/actual comparison based on forecast figures

### Reports

- Integrated reporting framework
- Custom design options
- Aggregation via grouping table
- Export to Microsoft® Excel, csv and/or XML files

### Business Intelligence

- Interactive data mining
- Central provision of key business figures (optional also via web and iPhone™ applications)

### Online Ad Order-taking

- Capture, design, booking and payment of advertisements via the Internet
- Advertisement design via electronic pattern book
- Amendment, copy and repetition of existing advertisements
- Processing mass data from owners (e.g. properties, vehicles etc.)