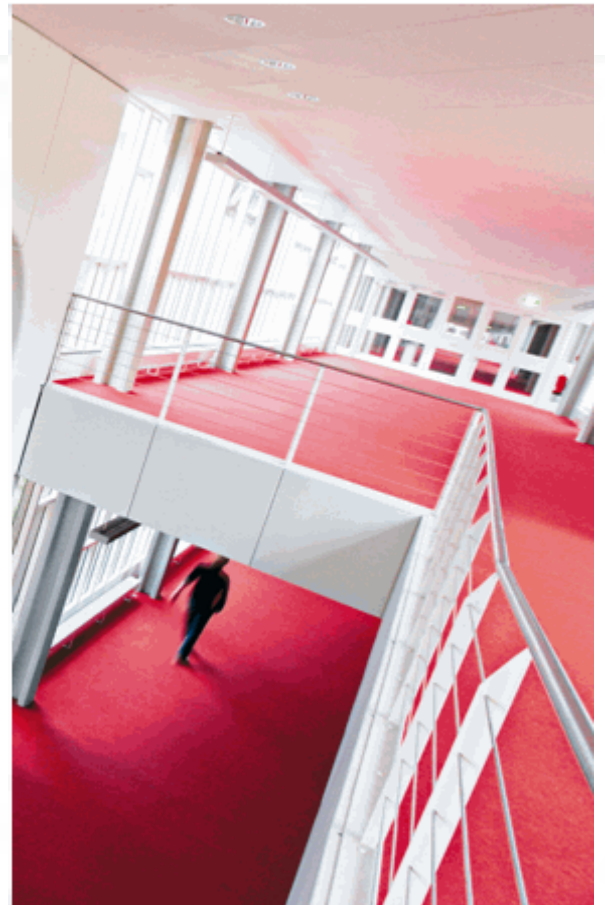




alfa SalesPoint

Self service centre for online ad order taking

Seven days a week, 24 hours a day – self service anytime, anywhere. Thanks to the Internet, the possibilities open to customers have become an integral element of consumer behaviour. alfa SalesPoint allows media companies to offer their customers an attractive self service centre – one with significantly greater functional capabilities than previous solutions for online ad order-taking.



alfa SalesPoint

Comprehensive functionality

Functions that answer all your customers' questions

- Customers can easily enter, view and manage their orders. Similarly, integrated management of master data and access to invoices is implemented online
- Pre-defined templates allow themes to be designed within a very short space of time and includes the ability to upload complete ads with your own images
- Customers benefit from round-the-clock access to information about contracts and special agreements
- Links to offices, agencies and external typesetting service providers are planned for future versions

Attractive user interface

alfa SalesPoint is a Rich Internet application developed using Adobe Flex®

- With an intuitive user interface and comprehensive functions, alfa SalesPoint exploits the diverse possibilities offered by Web 2.0
- Applications developed using Adobe Flex® are platform independent as they are executed in the Flash Player environment. As a result, alfa SalesPoint can be operated independently of the browser used.