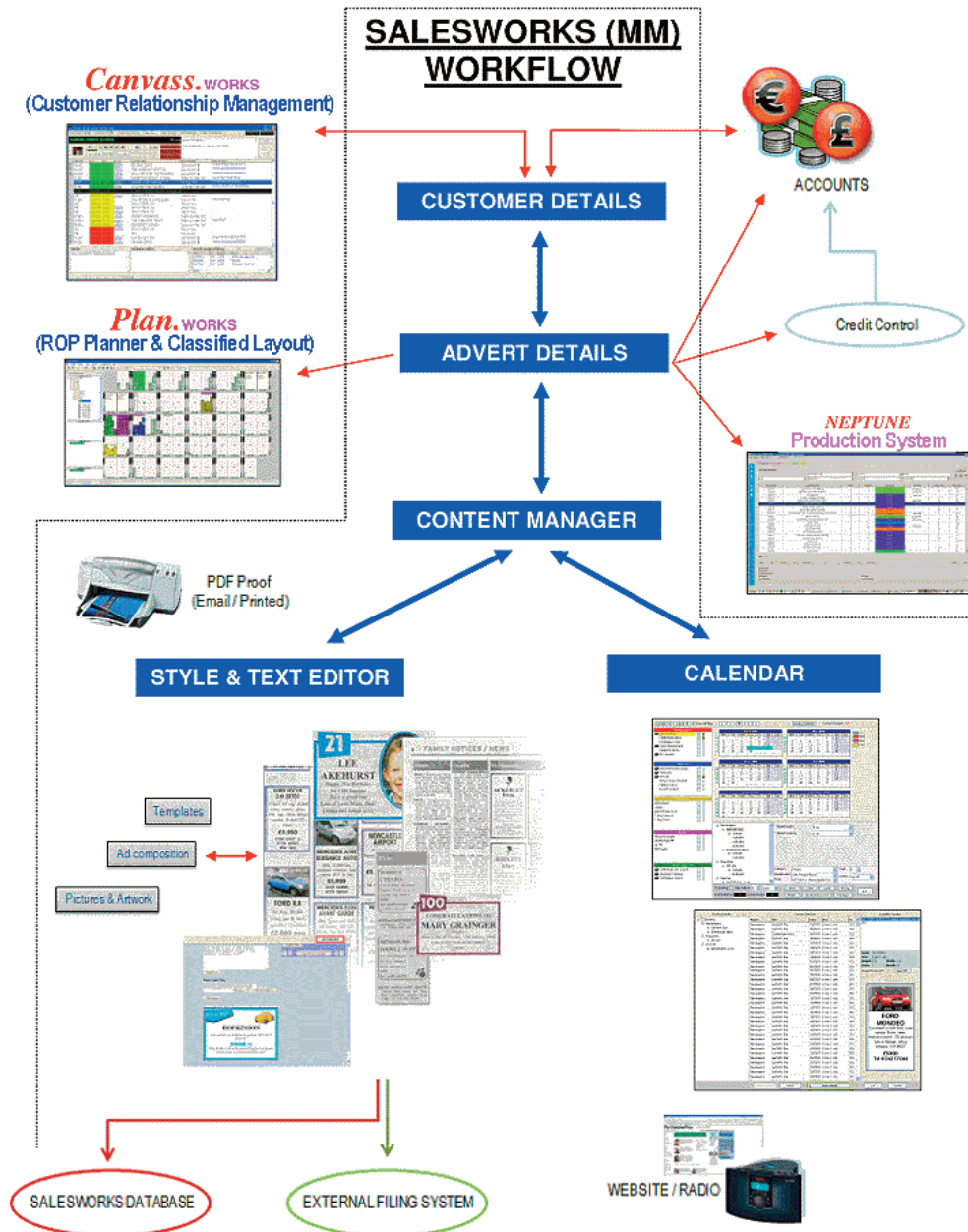




SalesWORKS (MM)

Ad Booking System

Product specifications are frequently updated; thus content and examples are for general information only and are subject to change without notice.



SalesWORKS (MM) is the ideal tool for the busy ad booking department as it will provide a quick and easy process for dealing with incoming calls as well as providing the links to the subsequent departments required to produce the ad and invoice the customer. Inbuilt within SalesWORKS (MM) is the ability to integrate ad sales with the burgeoning multi-media markets enabling operators to “up sell” and increase sales revenue across the company.

Overview

SalesWORKS (MM) is the latest version of the highly successful SalesWORKS Ad-Booking system. Built on over 25-years experience in providing systems to print media, SalesWORKS (MM) provides the ideal solution for multi-media publishing companies. The product is scalable from small installations to large multi user environments consisting of many remote sites.

Configurable to suit your requirements, the product easily caters for flexible order entry via a script language. This enables the tailoring of the application to your working practice rather than dictating it, allowing sales people to react to the circumstances and opportunities presented to them.

SalesWORKS (MM) has a well designed user interface offering flexible navigation through the forms via keyboard or mouse. The client server architecture with business logic and rate tables held on the client and updated automatically ensures fast response times during advert booking operations. SalesWORKS (MM) can also run under terminal services or in a web browser environment. SalesWORKS (MM) offers tight integration to other IPA software suites, CanvassWORKS CRM, Neptune advert production tracking and PlanWORKS planning and classified pagination system. Integration with your existing systems – planning, production, credit card checking, accounts – is also possible and SalesWORKS (MM) is also compliant with most modern telephone systems to allow autodialing from the booking forms.

SalesWORKS (MM), in a single booking, provides the ability to book ads across all media types using a single unique reference number. Each product within a booking can have a different sized advert or varying content right down to the publishing date or publishing period. Indeed it is possible to have multiple content appearing for a product on the same day i.e. a small display advert appearing in a feature with a lineage advert in the classified section and multiple web adverts with different sizes, a banner, a rotator etc. SalesWORKS (MM) holds comprehensive, detailed contact information, which includes agency, client and accounts information. Data from CanvassWORKS or an accounts system can be imported into SalesWORKS (MM) for display. You are able to quickly search for existing customer details and display their account history if required. Completing the forms within SalesWORKS (MM) is a straightforward process with shortcuts and function keys available for commonly used functions. Compliance with Data Protection legislation is built in, with operator prompts eliciting agreement. There are extensive search facilities for existing customers, so it is a simple exercise to restore customer details for repeat business.

Phone No	STD	Company	Status	A/C No	Address1	Address2	Town	Count
01737	01737	PA SYSTEMS LTD	0	52436	UNIT 1 LIBERTY COURT	REGATE	SUR	1
017344	01242	PA SYSTEMS LTD	0	64259	THE PRIORITY	37 LONDON ROAD	CHELSEA	1

Customer search

The customer screen also includes “live” credit information, with a warning if the credit limit is breached or the account is on stop. The customer screen provides the option to view all ads placed by a customer, revealing booking patterns and individual ad campaign details. Each ad is tracked using a URN, (unique reference number). A single screen holds the extensive information required for each ad booking. Ad categories are easily customisable via user-friendly tools, as are the classifications used for grouping ad types.

URN	S	Style	Start	Stop	Source	ID	Class	Depth	Code	Lines	Net Price	Gross	VAT
2050947	L	DISPLAY	2011/08	2011/08	CH139	CH139	MILKMAKING STREET	102	10	2	1	176.31	207.91
2050942	L	DISPLAY	2011/08	2011/08	CH139	CH139	CLAMBER COUNTY COUNCIL	102	10	2	36	178.31	207.91
2050951	L	DISPLAY	2011/08	2011/08	CH139	CH139	BIG WAS CRAFT FAIR	374	5	2	1	45.26	73
2050957	L	DISPLAY	2011/08	2011/08	CH139	CH139	VARIOUS LAND/PROPERTY	936	36	3	1	811.34	986.04
2050964	L	DISPLAY	2011/08	2011/08	CH139	CH139	BOROUGH OF ALLERDALE	102	14	1	49	104.33	126.28
2050971	L	DISPLAY	2011/08	2011/08	CH139	CH139	SENIOR STAFF NURSE	578	7	3	1	177.14	402.57
2050980	L	DISPLAY	2011/08	2011/08	CH139	CH139	BUSINESS SUPPORT MANAGER	578	13	3	1	328.97	747.83
2050983	L	DISPLAY	2011/08	2011/08	CH139	CH139	RAT PACK	374	10	2	1	113.21	162.8
2050987	L	DISPLAY	2011/08	2011/08	CH139	CH139	ADULT OFFICE	578	9	3	1	227.75	517.59
2050994	L	DISPLAY	2011/08	2011/08	CH139	CH139	HEAD OF ART	578	22	3	1	555.71	1255.22
2050924	L	DISPLAY	2011/08	2011/08	CH139	CH139	NON DOMESTIC RATEPAYERS	102	5	2	1	89.16	143.8
2050930	L	DISPLAY	2011/08	2011/08	CH139	CH139	BIG WAS CRAFT FAIR	374	5	2	1	59.64	96.2
2050931	L	DISPLAY	2011/08	2011/08	CH139	CH139	VARIOUS LAND/PROPERTY	936	10	3	1	223.76	360.9

Customer history

Drop down lists are designed to make the operator's job quicker and easier with the classification lists able to be ordered to show the ten most popular classifications, before listing the remainder in alphabetical order.

Category	Class	Style	Customer	Position	Free	Colour	Box No
1001	1001	DISPLAY	PA SYSTEMS LTD	1	0	0	0

Rate	Gross	Net	VAT	Total
211.00	211.00	181.50	30.00	211.50

Advert details

Pricing details are extensive and as well as holding your standard rate cards they can accommodate any number of packages, discounts structures and agreed costs. Making payments is just as easy as they can be input directly from this screen. Also shown is a “real time” summary of accounts information including the variance between standard pricing and any agreed rate that may apply. Packages are customised to each installation and cover a wide range of options. The details include prompts for the operator to aid the sale of the package.

Booking the ad involves the minimum number of key strokes with the option of “lifting” existing ads. Once the ad is booked, a proof can be printed or emailed to the customer as a PDF file; VAT receipts and dockets can be generated in hard copy or PDF format and notes can be added. The planning and production systems can be notified immediately that the ad has been sold and given the relevant information they require. The accounts department will receive information on the final costs. All media available to host the ad booking are listed under headings; newspapers, magazines, Internet, radio, TV, video, eBook or indeed any product you wish to configure on the system.

The screenshot shows a complex calendar interface with multiple tabs for different media types: Newspapers, Magazines, Advertisers, Radio, and Search and Print. Each tab displays a grid of dates for the current month and the following month. The interface includes various filters and controls for selecting media and dates. The bottom section shows a list of selected items with their respective costs and a summary of the booking.

Calendar

Checkboxes are used to quickly select all the media. As each one is selected a calendar of available dates is displayed. The calendar will accommodate a variety of options by showing only available dates in the case of weekly publications. Long running bookings are accommodated together with skip pattern settings. At this stage the size of the advert can also be specified with the ability to define different sizes for different media, e.g. where an advert is being printed in a tabloid and broadsheet title. All bookings, no matter what media they are designed for, can be stored under a single reference number. In addition to printed media, Internet ads and radio ads can also be booked and assigned within the calendar. Packages can also be accessed in the calendar to allow quick placement of booking patterns.

The text editor is a web based Intranet application used to define the parameters of the ad for each selected media type. The advertisement styles are easily accessible and can be selected by using a style gallery held within the Text Editor.

The screenshot shows the Text Editor interface with a form for entering ad details. The form includes fields for Ad Number (28434653), Content ID (1), Category (CHE - DISPLAY), and Style (ITSABOY - Birth Boy). There are also fields for Last Name (HOPKINSON), First Name (JOSHUA), and 2nd Last Name. A text area contains the ad content: "Ivan and Ann are delighted to announce the birth of their son. Many thanks to all at the general hospital and special thanks to the wonderful midwifery staff." The interface also includes a "Style Gallery" button and a "Save Structured Data" button.

Text editor

The styles can be categorised to provide individual selections for different operating companies within a group environment, so it is a simple procedure to type in the required text as all formatting and font types are already in place, producing native PDF files. A wide range of styles can be accommodated from simple lineage to display ads containing graphics and coloured artwork.

On the right hand side of this screen are the “structured data” fields. These can be used to supplement the ad data so that it can be used within Internet search engines. Multiple, structured data entries can be held against each style.

XML extraction routines gather customer, advert, content and structured data fields for re-purposing. A preview button allows the operator to check the display and then make changes if they are required. Where the ad uses images e.g. gif, jpg, pdf; they can be stored in a library and uploaded at the time the ad is created.

The screenshot shows the Advert Preview interface with a preview of the ad layout. The preview includes a header with "It's a boy!", the name "HOPKINSON", and the text "Ivan and Ann are delighted to announce the birth of their son JOSHUA. Many thanks to all at the general hospital and special thanks to the wonderful midwifery staff." The interface also includes a "Style Image Files" section with a "Browse" button and a "Get Preview" button.

Advert preview

Once the ad is booked and designed, further screens are available to analyse the pricing for the ad. The costs can be displayed in a variety of ways enabling an extensive cost analysis to be carried out. SalesWORKS (MM) holds information for both ratecard and agreed costs that may apply. This enables you to produce statistical information for further analysis of advertising revenue. Where an ad is displayed on a website the costings can be linked to an appropriate web application to enable the costings to be based on clicks or impressions. All figures displayed here are in “real time”.

Agreed costs

The link with production can be established in a variety of ways i.e. with printed documents, by e-mail of PDF files, attachments etc or by interfacing directly with the production system to set up the ad parameters. The production docket is customisable so that it contains all the information necessary to produce the ad. In addition, a proof of the ad can be sent to the the customer by the sales rep from the SalesWORKS (MM) Client.

The Record Card provides the ability to review all the ads placed by a customer within a selected year. A calendar shows when the ads were run. The information displayed includes; the publications used, the day(s) the ad was run, the size of the ad, revenue and identification number. This information can be filtered in a variety of ways and is colour coded to show the booking status. Numerous options are available when it comes to locating a booking on the system. Search criteria can be combined to limit the number of returns.

Search screen

The revisions for each ad contain the details of the changes made and the reason for the change(s) and the name of the operator who made the change. As an entry is selected from the Audit list, the relevant details are displayed at the bottom of the screen. Using the Audit Log makes it a simple procedure to track any changes made to an ad from its initial order right

through to output. Clicking on the column headings will sort the entries into alphabetical/numeric order. The Audit Log will also monitor any changes to the text in the bookings.

Callers may wish to speak to specific operators, who may not always be available. SalesWORKS (MM) has a useful “call back” feature specifically to meet this requirement. You can send a message to an operator with the details of the call. This “call back” message pops up on screen waiting for operator intervention. This facility eliminates the need for post-it notes and written reminders, which are often lost or mislaid.

Audit log

The Audit Log provides an overview of all ads on the system. It can be interrogated by a number of search criteria. The search options are by; URN, operator, description and date. SalesWORKS (MM) will monitor a pre-determined set of important fields of information, (cost, classification, size, account number etc.) within the advert bookings each time a booking is filed back to the database. All changes to these fields are recorded in the audit log.

A range of documentation is available in both digital and printed form. Each document is generated at a designated stage in the selling cycle e.g. preview of ad, VAT receipt.

In addition to the automatic transfer of data between departments, specific items can be emailed in PDF format to relevant parties i.e. the customer for approval or for their records.