

alfa AdSuite Market

AdSuite

MANAGEMENT SYSTEM FOR ALL FORMS OF ADVERTISING. Due to the increasing variety of different forms of advertising and communication channels when it comes to print and online publications, simplified digital workflows are required. At the same time however, the customers also need to be involved in the process by way of browser-based procedures. This approach necessitates a comprehensive manner of working and integration of commercial and technical processes within advertising management.

ALL-ROUNDER IN THE ADVERTISING BUSINESS Due to these considerations, alfa Media has created the alfa AdSuite Market as an overall and comprehensive software solution enabling all order types to be processed and administered in a customer-centric and professional manner. alfa AdSuite Market enables the widest range of advertising forms for all up-to-the-minute communication channels to be realised productively, flexibly and simply. alfa AdSuite Market supports all current market requirements here, involves customers in the production and order processes, as well as integrates the administrative and technical procedures. AdSuite Market uses three general requirements of media companies and publishers as a guide here:

- To optimise customer care through integrated customer relationship management
- To involve the end customer through web-based applications
- To implement commercial and technical processes for any order type

OPERATIVE CRM MANAGEMENT To be really successful in selling advertising space and customer care, you need to be up to speed on your customers' requirements and preferences. Besides the usual tools of order processing, you therefore require effective customer relationship management, which acts at the same time as a basic and analysis tool for customer care.

To exploit customer potential optimally, the Customer Relationship Management module within alfa AdSuite Market is being equipped on a step-by-step basis with sophisticated contact management boasting professional CRM functions. These functions encompass everything from clear, complete displays of all relevant customer information and selecting customers based on freely definable customer and order criteria, through to campaign management, right through to creating circular letters or initiatives to follow up transactions that have already been initiated.

Nowadays, you need to know a great deal about customers' preferences and requirements in order to deal with them successfully. Traditional 'target group' marketing alone is no longer sufficient here. In the process, alfa AdSuite Market supports media companies and their employees in the shape of intelligent software solutions for up-to-the-minute means of communication.

Mobile



alfa AdSuite Market harnesses the entire functional scope of alfa AdSuite and combines these functions with further components and software modules. This gives rise to an integrated workflow from order acceptance through to reporting.

CUSTOMER-CENTRIC In this vein, alfa SalesPoint is also integrated into the overall concept that enables customers to design, place and pay for ads at any time on the Internet, 24/7. After all, the options open to customers thanks to the Internet have long since become commonplace within media production too.

The 24/7 online service for private and business customers does not require any additional staffing effort, or a change to the publisher's infrastructure. However, it leads to a significant benefit for advertising customers and immense savings for publishers, as costs related to order processing are hugely reduced.

ORDER PROCESSING A holistic and highly productive way of working are the result of highly simplified work processes made possible by integrated commercial and technical processing. In this context, the media company's standard processes are handled seamlessly with the help of the integrated workflow engine.

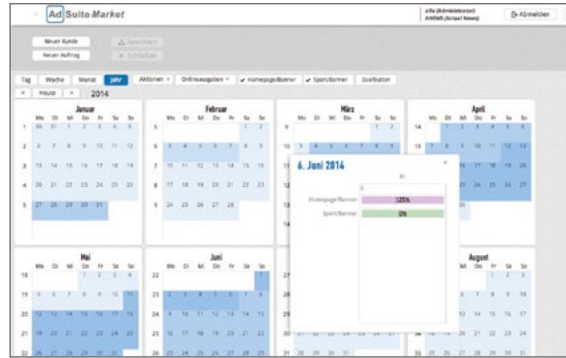
The close proximity of advertisement booking and production planning also enables existing ad slots to be exploited optimally.

TECHNICAL CHARACTERISTICS You can use alfa AdSuite Market generally in the cloud, which reduces the hardware requirement on AdSuite Client because you can work directly in the browser (Chrome, Firefox, IE). Moreover, there are further benefits simplifying use:

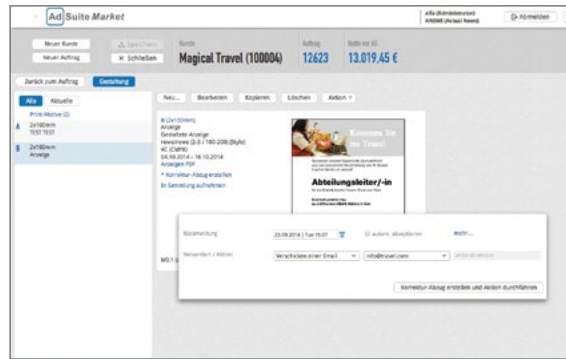
- A new version can be distributed simply, as client installation is no longer required.
- It can be operated seamlessly in parallel with all other AdSuite modules such as SalesPoint, iAdSuite HD etc. because the same central database is used.
- Increased performance: parameters such as spending, section and other mass data remain on the server. Only the data actually required is transported through the network as part of order processing.



Important customer and sales relevant KPIs can be clearly visualised in the Dashboard.



Free placements and resources are easily identified in the Publishing calendar.

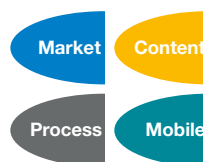


You can use the alfa Stylo integrated editor to edit both print and online motifs.

NEW FUNCTIONS alfa AdSuite Market achieves a high level of user friendliness thanks to the fact the user interface has been completely redesigned, and that interfaces for important user groups such as media consultants, branch offices, etc. have been optimised. What's more, new functions have been launched:

- alfa Stylo is integrated in full, enabling online advertisements with active components to be designed too.
- A publisher's calendar is provided with an overview of all important dates for your diary (contacts, orders, supplements, available assets, local public holidays, etc.)

alfa Media has coordinated all workflows relevant to media companies perfectly with one another. From market management through to order processing of various advertising and marketing forms, we provide sophisticated tools for planning and organising publications. irrespective of whether it's print, portal or mobile-based: you can control your content on all publishing channels – professionally, simply and efficiently.



For more information on these solutions, visit www.alfamedia.com

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