

## alfa iAdSuite HD

AdSuite

**MOBILE SALES SUPPORT FOR YOUR MEDIA CONSULTANTS.** Keeping up-to-date information accessible at all times, informing customers of the latest advertising options, providing them with the best possible advice – these are the key interests of a media consultant. And it's what today's customers expect at the sales meeting.

With iAdSuite HD from alfa Media, the focus is always on customers and ensuring their success. To support media consultants, alfa iAdSuite HD provides an up-to-date and transparent graphical overview of all relevant customer information.

- Media consultants can use a search function to retrieve all information about the customer.
- Customer-specific reporting functions enable target/actual comparisons of sales trends for each customer.
- The asset management allows the status of a preferred placement or the selection of alternative advertising opportunities to be viewed and booked immediately.

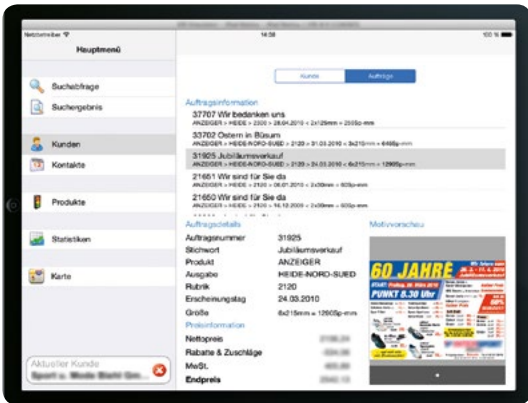
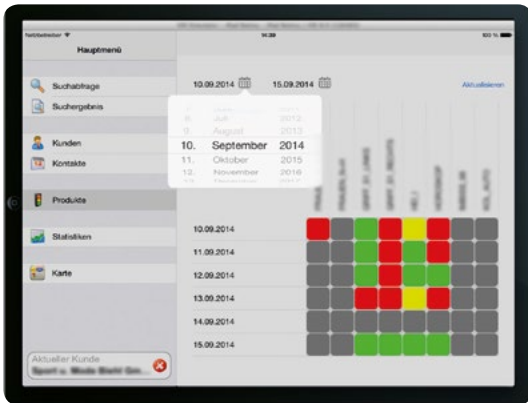
**SEAMLESS INTERACTION** The basic supplier of all information exchanged with alfa iAdSuite HD is the alfa AdSuite advertising management system.

- alfa AdSuite uses web services to provide the data requested from alfa iAdSuite HD in real time.
- Customer orders are displayed with an overview of all order information such as the order number, issue, publication date and price details, as well as a theme preview.
- Contacts can be clearly displayed in list or calendar views.
- The detailed view in the asset management shows the desired placement in a layout pattern.

*All information at a glance: The most important customer information such as address, customer type, sales, recent order data etc. is always kept up to date. This ensures that media consultants always have the right answers to customer queries without the need for lengthy conferrals.*

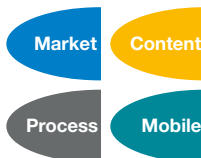
Mobile





Media consultants can access customer lists, provide information about remaining free print ad placements and view orders from an iPad. As a result, prices, discounts and other details are accessible at all times. Customer orders are displayed with an overview of all order information such as the order number, issue, publication date and price details, as well as a theme preview.

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](http://www.alfamedia.com)

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