

Solutions for People

At alfamedia we have created a solution for media companies, who have advertisements as their business.

We call this highly productive solution AdSuite Enterprise.

# AdSuite Enterprise

**Fully integrates the commercial aspects and production**

**A holistic view of the relationship with the customer**

**Open for integration with other business systems**

## Stay Close To The Customer

- Customer Relationship Management systems (CRM) have a lot of focus, but lack sadly in measurable results.
- The problem is, CRM systems have not been linked to the real business processes.
- We at alfamedia have linked the processes of ad sales, ad reception, ad workflow and ad production into a highly targeted CRM solution.
- This gives the ad sales staff unprecedented access to analyze customer behavior, know status, and thus be more efficient in their sales approach.
- This is highly measurable on the bottom line.

## Ad Process Improvement

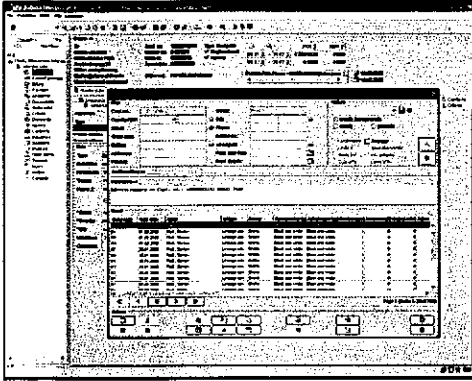
- Our user interfaces range from the simplest for the occasional user, to the very rich for the full-time user. This leads to unsurpassed efficiencies in the ad department.

## Knowing Your Ad Business

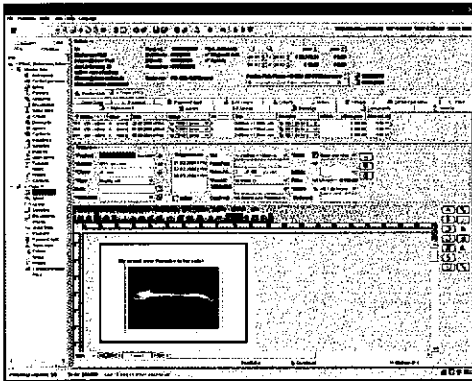
- Our solutions provide all the tools necessary to analyze your ad business per publication, customer, sales rep and much more.
- We help you react proactively to trends in



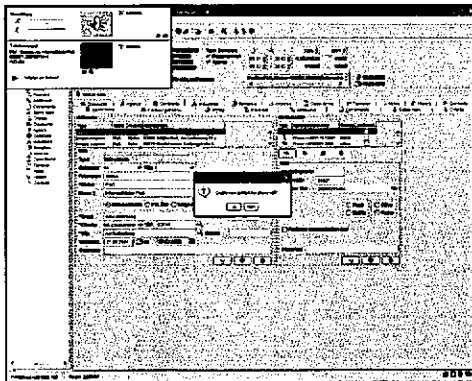
## Working with Customers



## Composing an Ad



## CRM and phone calls



## »» What Does AdSuite Enterprise Solve?

AdSuite Enterprise is a solution for the media company, who wants to sell and take ads from their customers for print and other media.

- Customer Service Reps, the staff, who answer phone calls, and interactively receives the advertisers' business, have a very rich application that gives them all necessary possibilities at the click of a mouse.
- All account information concerning the customer is right there.
- All relevant information about media, schedules and classifications, with appropriate guides to give advice to the customer, is there.
- Interactive composition and up-selling of advertisements is available.
- Guided workflows (wizards) of procedures to follow in the customer sales and service process – with a log of the encounter.
- We provide one of the richest feature sets available for building views and reports, analyzing the business – all adapted to your business.
- Inserts and revenue per customer, contract, sales rep, publication, issue, contact and much more – all can be exported to MS Excel®.
- Inserts and revenue per customer service rep, analyzing workload, all this is available.

## »» CRM As It Should Be

AdSuite Enterprise's built-in CRM solution is deeply integrated with the business processes and sees every interaction with the customer.

- Every contact with the customer is important and can be tracked easily and efficiently by staff members.
- The information in our solution is always updated and of the highest quality, this creates the best possible foundation for sales initiatives.
- Users can build intelligent lists for campaigns. Lists consist of conditions and manually added and removed contacts. Lists can be used for mailings, canvassing, workflows, reports and much more.
- Automatic software watchdogs detect important events in the customer base, allowing the sales staff to react proactively – not defensively.
- We integrate with MS Outlook®, phone systems and mobile systems to be of service to the customers the way they prefer, when they prefer.

## »» The Technology

AdSuite Enterprise is a Java based solution, we are using the latest Swing, J2EE and JDO standards. We are independent of technology suppliers and use best of breed standard products as components.

- Most of our installations use Oracle as the underlying database.
- Our solution scales from the small installation using Open Source application servers to the largest corporate installations.
- alfa AdSuite Enterprise can be installed in the media company's network, at a hosting center or even rented as a hosted service from alfamedia.