



AdPro

**Taking the
world of display
advertising
by storm.**

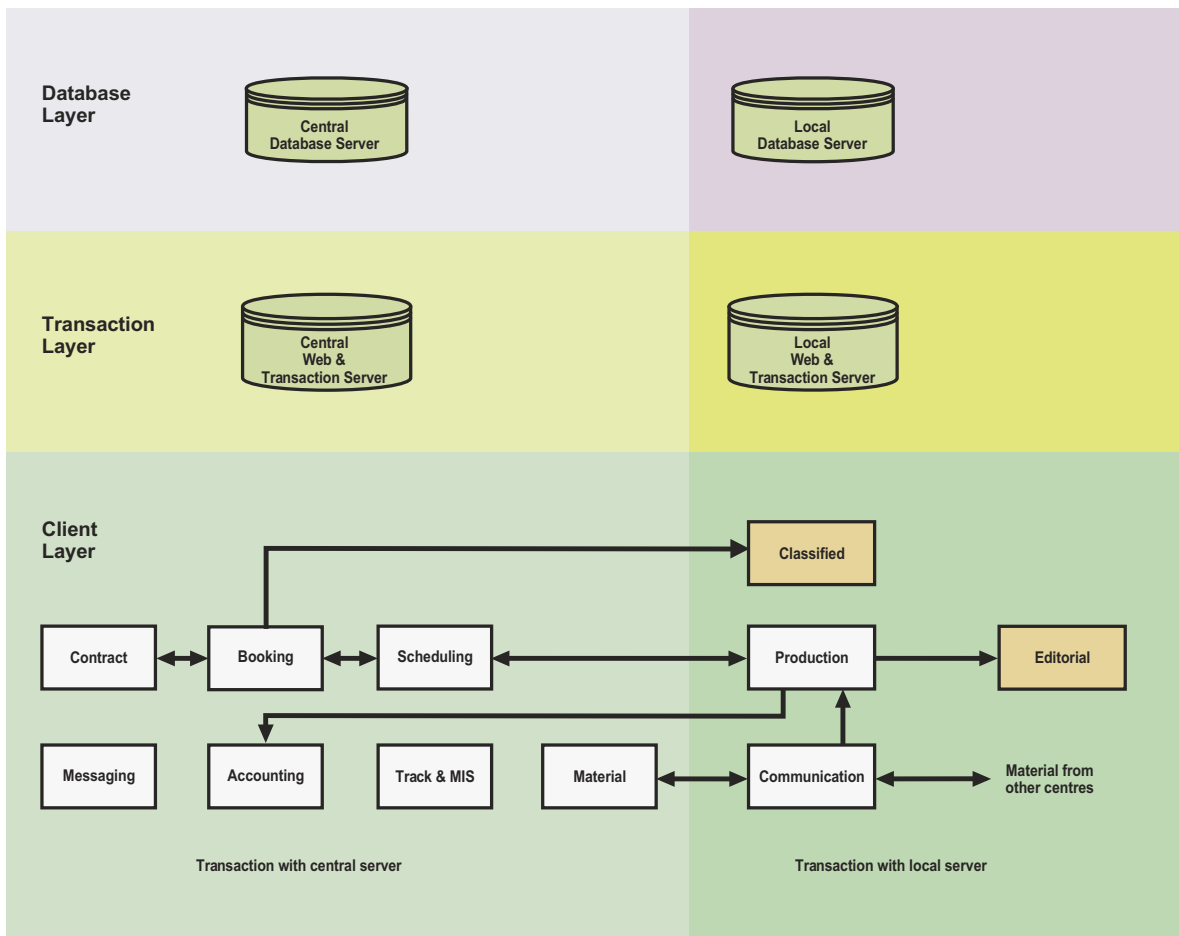


AdPro offers a dynamic work environment for booking, scheduling, planning, production and accounting of display advertisements of your publication. It is an enterprise wide application for advertising workflow management of the complete gamut of commercial and production operations for a publication of any size or complexity.

AdPro is a powerful tool in your hands that ensures increased production safety, considerably fewer make-goods, later closing time for order booking, greater transparency and much higher level of service to your advertiser. You can hence achieve a higher level of customer satisfaction leading to enhanced revenue collections and profitability for your organisation.

Efficient, reliable and flexible workflow

AdPro integrates all advertising tasks into a neat and efficient workflow starting from signing contracts/deals with your advertisers or agencies, booking confirmed or unconfirmed ads and scheduling them for appearing on specific dates and pages. AdPro takes care of the flow of material - digital or films, tracks the progress of individual ads as well as space available to be filled, produces MIS reports and helps various individuals involved in the operations communicate effectively and speedily with each other. AdPro manages the accounts receivables functions including invoicing, post-production audit and credit and debit notes. At the end of production, it also manages processing of tear sheets to the advertiser and keeps track of payment collections.

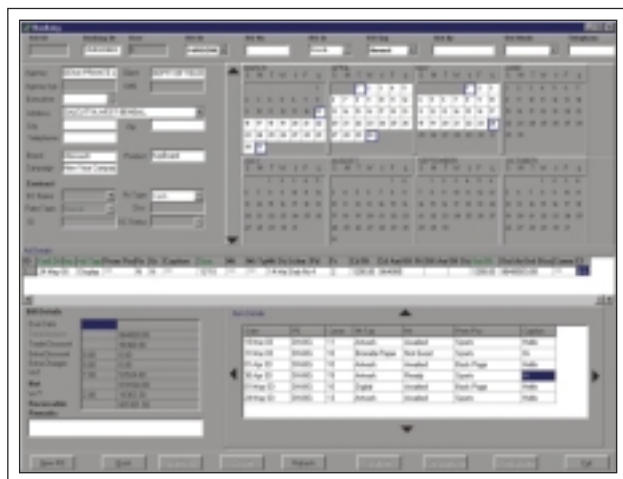


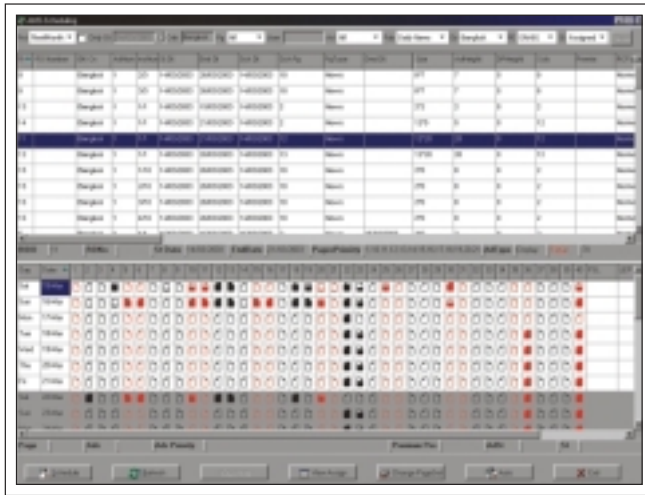
Database driven environment

All AdPro content resides in a relational database and can be accessed by all users in real time. Each user is identified by the system by his/ her login name and has pre-assigned access rights and authority. This results in an advanced level of security and accountability. A user is always accountable for every activity he or she performs in the system, which is always logged in the system. The system is fully secured against misuse. Adpro uses a 3-tier database architecture to ensure high-availability and efficiency.

Extended deadlines

AdPro makes all relevant information available online and in real time and hence saves you co-ordination time within the organisation. An ad booked from anywhere gets logged into the system instantaneously and the updated space availability status is immediately visible to everyone concerned. Highly automated scheduling and pagination operations drastically reduce the time required to process the ad once it has been booked into the system. Your advertising department can now take booking till very late and yet be able to include the ad for scheduling and production without batting an eyelid.





Swift material movement to electronic dummies

Adpro helps you track the material to be received against each ad booked. It knows the date and time by which material should reach the production center in order to be included. It keeps track of requirements such as dealer panels, varying material sizes based on the publication mix chosen (same ad going into newspaper and magazine) or

material variation for multiple inserts. If films are being supplied, it keeps track of the item details and can integrate with copy-dot. For out-locations it sets different material acceptance deadlines and takes into account the time required for physical movement by couriers.

On the publication day, the system creates electronic dummies that are sent to Editorial. Links to ad files are maintained and updated as and when the material is received. The system is geared for fully digital production system leading to full-page pagination on an Imagesetter or a CTP device, but can also be configured for partially digital operations.

Dynamic planning

AdPro lets you plan your publication based on generic rules and then make changes dynamically as and when required. Pages and sections can be added or deleted resulting in automatic re-scheduling of ads already booked. Space availability can be dynamically monitored as well as MIS reports can be generated at any time. This helps you take immediate corrective actions based on market fluctuations and can result into enormous savings in production and material costs for the publication.

In touch with the customer

At the touch of a button, you can get all information on your customers and their advertising patterns. You can get all information on the ads booked, campaigns launched or amounts receivables. On the other hand the customer can be kept well informed at every stage of workflow by sending automated emails triggered by events such as new ad booked, ad being carried, payment falling due etc. Offering a higher level of service keeps the customer coming back to you again and again.





Fits all sizes, speaks all languages

AdPro can be used equally efficiently by newspapers of any size - starting from a single location, single edition publication to a large publishing house producing several publications spread over several publishing centers. Ads can be booked from any number of locations- online, material can be accepted anywhere, and invoices can be printed wherever required. Combined rates for multiple publications can be managed and multiple ads can be booked in a single order.

The system can be configured to create a centralised or distributed work environment as desired.

AdPro speaks all languages of the world - including non-roman languages. This includes languages such as Indic languages, Thai, Arabic and so on.

AdPro supports a fully digital workflow and can also be productively used by publications moving towards a digital workflow in the future.

Integrated environment

AdPro is designed to be easily integrated with other third party systems for functions such as Editorial, Output management, OPI, Copy-dot, Accounting etc. Summit proficiently undertakes system integration projects for integrating various systems used by a publishing house into achieving a cohesive and fully integrated system ensuring smooth and efficient process workflow.

Overview: features

- Contract/ Deal capture
- Booking
- Scheduling
- Production
- Material management
- Messaging and approvals
- Accounts receivables
- Post production audit
- Tear sheets
- Tracking
- Administration
- Access/ Security management



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