



Class Pro

**Peaking
new levels of
efficiency
in classifieds**

Class Pro

Making a vital difference to classified advertising functions

ClassPro, a classified ad booking and pagination software for newspapers is a complete environment for workflow management of commercial and pagination aspects of classified ad management. ClassPro integrates all tasks starting from booking, billing, scheduling, accounting, box numbers to dummy creation and automatic pagination. ClassPro supports remote booking by booking agents as well as web based booking.

As Flexible as You

ClassPro accepts classified ads in many style sheets and automatically calculates the cost of ad based on characters, words, lines or size. ClassPro maintains database of booking agents and accredited agencies and can process commissions and discounts.

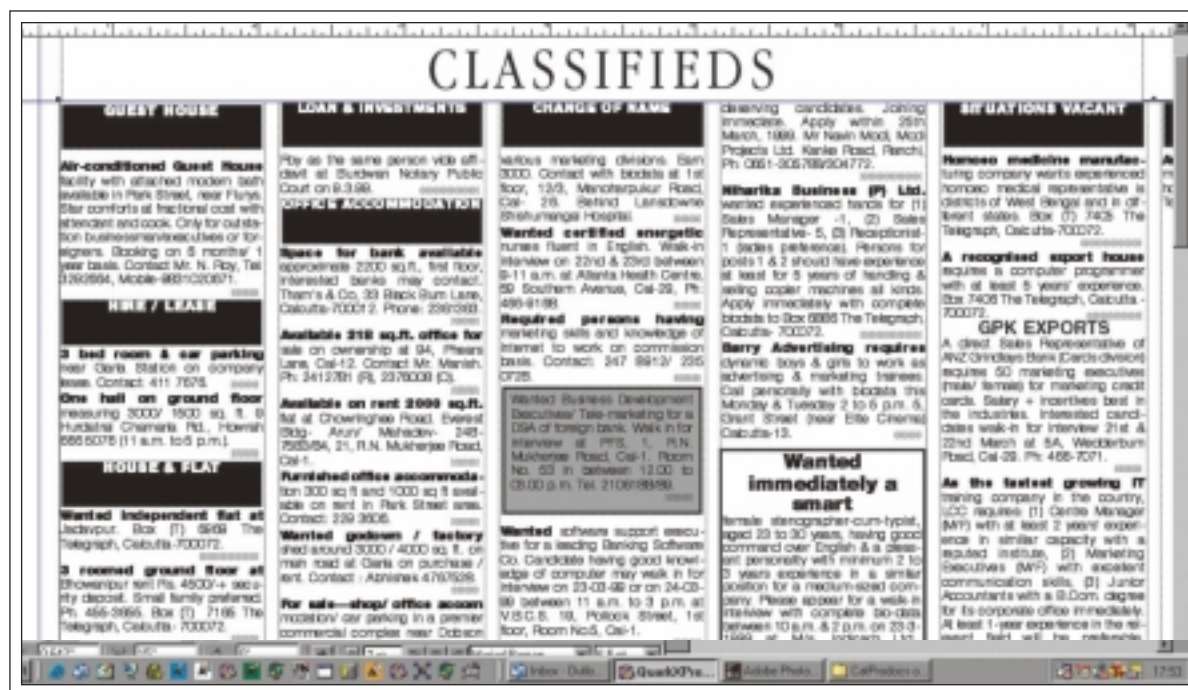
ClassPro provides enormous flexibility in specifying rates for different style sheets, categories and sub categories, positions, dates, combined ads for multiple publications. Ads with text, images, logos as well as display classifieds can be managed within this system.

Automated pagination

The classified section of a newspaper comprises hundreds of ads, in different sizes, which require to be fitted onto classified pages in columnar format. Laying out such pages manually, to get a perfect fit can be a laborious job. However, in the case of ClassPro, this function is fully automated and fast. Which means, your classifieds are fitted onto the pages automatically, according to size availability on the column or page, properly sorted by category and sub-category along with section headlines. This saves time and money, and what you get is a error free layout every time. ClassPro uses QuarkXPress for output pagination.

Extensive tracking and MIS reports for better monitoring

ClassPro provides you online information on up-to-the-minute status of ads booked at all times. Which means that you know exactly how many ads have been placed in various categories and sub categories. You can thus find out how many pages will be produced and hence can plan your production accordingly.



Hand in Hand with Accounting Systems

ClassPro prepares data for the financial accounting system directly from the booking and payments module. It prints invoices and receipts. It can be integrated with Financial Accounting systems to post the data to the control accounts. Since the booking and billing functions are fully automated, this greatly reduces the chances of a malpractice.

Remote Booking by Agents and Web booking

Stand-alone booking/ entry module can be supplied to booking agents or sales persons to enable them to book ads in the field or at remote locations. These ads can be sent to publications through Internet or through dial-up connections. This facility greatly enhances ease of operations for agents and sales persons, and saves time. Publications can also book ads at their web site and accept online payments.

Multi-lingual Support

ClassPro is multilingual and supports many Asian languages. ClassPro has features to take care of special hyphenation requirements of Asian languages. ClassPro also has built-in English spell check and hyphenation features.



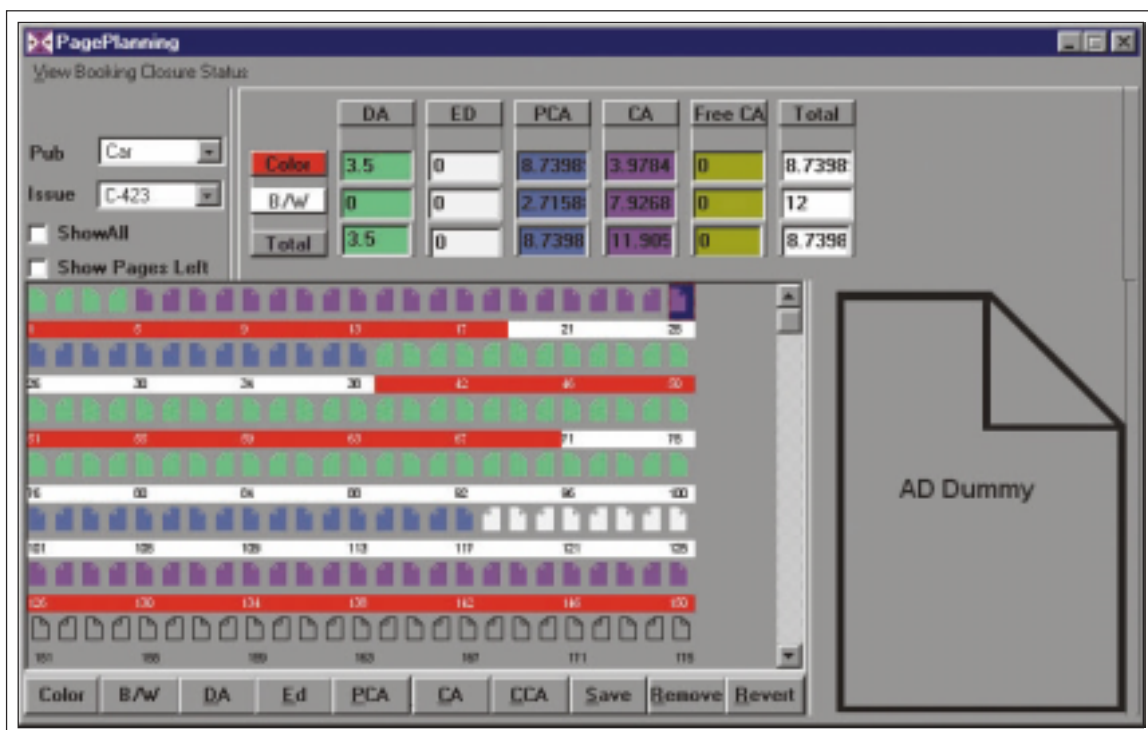
Database driven open environment

All ClassPro content resides in a relational database and can be accessed by multiple users in real time. Each user is identified by the system via their login name and has pre-determined access rights and authority. This results in an advanced level of security and accountability. A user is always accountable to every activity he or she performs in the system, which is always logged into the system. The system is fully secured against misuse. The ClassPro architecture ensures high-availability and efficiency.

Extended deadlines

ClassPro 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 immediately. Fully automated 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 bookings till very late and yet be able to include the ad for scheduling and production without batting an eyelid.

Empower yourself with ClassPro.



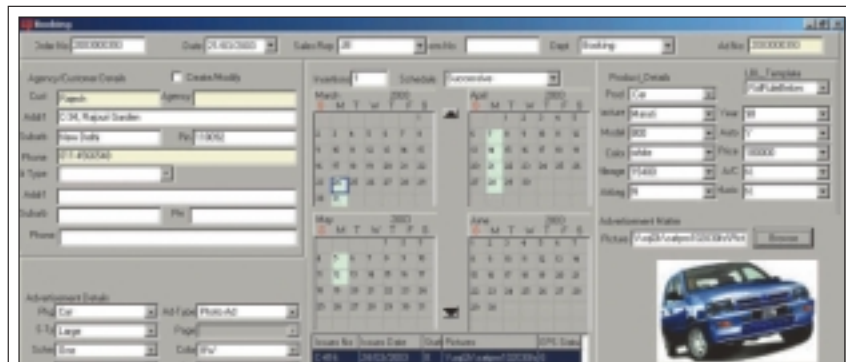


Production management system for Catalog publishers

Requirements for booking, scheduling and production of catalogs is similar to that of classified advertising. CatPro addresses this requirement in a focussed manner. The Ad entry/ booking interface can be customised to fit the specific requirements for products such as Automobiles, Real Estate, Jobs being advertised. Layout and rate mechanisms for various sections of catalog can be defined. Pages can be dynamically assigned for each section starting from a default page-set and then adding and deleting pages as required based on space availability.

Text and images are combined to compose individual ads and automated page production ensures accurate placement of these ads in the right sections and categories. CatPro schedules and paginates display ads in appropriate sections based on pre-determined pagination rules.

Ads can be accepted over phone, at walk-in counters or at your web site. The ads booked can be hosted on web site as well.



Summit

Summit Information Technologies Limited

816 Phase-V, Udyog Vihar, Gurgaon, (Haryana) - 122016. INDIA

Ph.: +91 124 500 3051. Fax: +91 124 500 3044

Email: sales@summitindia.com

www.summitindia.com