



integrat@d

INTRODUCING INEGRAT@D

JANUARY 2010

With more than a dozen years experience in developing ad management software for classified ad publishers in the print and on-line arena, Joshua Advanced Media Systems now introduces its latest ad management solution, *Integrat@d*. An extremely powerful and versatile advert management system which meets current and future publishing demands. This document will guide you through some of the key features and benefits of the system.

Joshua *Integrat@d* is a completely web based application with a user ergonomic that adds efficiency and security to the rather complicated tasks of handling a large amount and variety of adverts and client information. This information is stored and managed in a SQL database, which creates the basis for the whole range of functions, from data entry and integration to invoice generation and production.

The *Integrat@d* database engine can be easily accessed using a variety of standard software tools. Due to the open database and development structure, it is even possible for customers to develop their own extensions to *Integrat@d* with the necessary in-house expertise.

Joshua *Integrat@d* server is hosted on a Linux, Apache web server platform. Since the client is browser based this means virtually any computer with any operating system can use the software, including handheld devices. Thus the hardware costs can be extremely low without compromising features or performance.

Much emphasis has been put on exploring and applying the latest and most proven web technologies, including drag 'n' drop, to ensure ease of use, accurate data entry and comprehensive feature set. Additionally we have anticipated the needs of data entry users in that all of the key functions and features can be accessed using keyboard shortcuts, minimizing use of the mouse.

LOADING...

Considering the enormous number of demands which a classified-ad publisher can put on a software suite such as *Integrat@d*, it is sometimes difficult to imagine how such a system can integrate easily and provide a user interface which allows fast, high volume data entry with high flexibility. Therefore, we have tried to establish a program structure which would be as easy to understand and maintain as possible, without compromising efficiency and security.

Now, with *Integrat@d* we have a user interface which is configurable for the specific user or group whether that user is an employee or an external customer of the publisher. *Integrat@d* is the very latest in the evolution of the ad management system offering ALL users of the system the tools they need to carry out the required task with ease and intuitively.

Being a web client, all complex operations are carried out at the server freeing up processing power at the client. This makes maintenance of the system and its user so much simpler concentrating the majority of effort on the server side only.

BEHIND THE SCENES

Behind the scenes *Integrat@d* uses MySQL as its core database engine. At first this might sound like an unusual choice, but considerable thought was put into the decision to run on MySQL. The major reasons behind our decision can be listed as follows; -

- High Performance
- Massive on-line support and development expertise
- Popularity for On-Line Systems
- Reliability and Scalability
- Low TCO (Total Cost of Ownership)



Since the release of MySQL 5, MySQL can contend with any of the mainstream data engines on their grounds and provide all of the core features one may require as well as maintaining its huge reputation for performance and reliability for very large data-sets. MySQL remains one of the most popular data engines for the on-line market-place where it has continued to strengthen its niche.

MySQL has built a reputation for itself as an extremely reliable database, capable of running with millions of records at a time and with no data loss, even in the case of a systems failure. As we mention system failure, always a worrying thought in the publishing industry, another key reason for choosing MySQL was its data replication feature set. Joshua will recommend that publishers have at least two *Integrat@d* data servers replicating data in real-time. Then, using Load Balancing technology, as well as distributing the workload efficiently, should a data server fail, absolutely no data is lost, and virtually no time-lag in terms of service

continuation. As the failed server is restored, the latest data is automatically restored from the active server.

It is worth mentioning that multiple *Integrat@d* data servers do not need to be in the same location, which, again, improves system resilience in the event of a major communications failure.

In terms of implementation and setup, *Integrat@d* is now far easier and faster to install than previous ad management systems, ensuring as brief a time as possible while migrating systems. The configuration of the system has been made more accessible to the customer with the addition of new wizards and editing tools. *Integrat@d* is a complex system to configure due to its high flexibility and many features, but with some technical training, a proficient technical user can adapt and configure many aspects of the system themselves, post deployment.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

For any modern publishing company a well structured and comprehensive customer management system is not an option, it is essential. *Integrat@d* is equipped with a new CRM system with logically grouped fields for recording all relevant customer data required for advert price calculation, discounts, invoicing, commission calculation, mailing, marketing, reporting, statistics and so on.

A comprehensive customer event management system and calendar is also employed to manage customer events, create sales reminders and to manage communication with the publisher's clients. Automatic event reminders can be configured by the administrator based on system events to ensure appropriate communication and follow-ups (e.g. remind rep & client when ad is due to expire).

The screenshot shows the 'Integrat@d Client Editor' web interface. The form is organized into several sections:

- Client Information:** Titulo (Mr.), Nombre (Konstantin), Apellido (Kandler), Empresa (Joshua Iberica SL), Pag. Web (0), No. Cliente (2), Organización (Big One), Agencia (Agency One).
- Client Type & Status:** Tipo Cliente (Commercial), Estado (Ok), Contacto (Prospect), Pago (Credit Card), Facturación (Weekly), Cond. Pago (net 30 days).
- Financial & Billing:** Rebaja Text (10.00), Rebaja Displa (0.00), Tearsheets (0), Copias Factur (0), No. IVA (ES 1193669), Limite Credito (0.00).
- Address & Contact Details:** addressstype (Billing), nameaddition (HQ), country, state (X), postcode (12345), city, address1 (Y), address2 (Z), address3 (A). contacttype (Phone), contact (34 977 64 90 40), contactdescription.
- Sales & Commission:** salestype (DisplayAds), salesrep (Konstantin Kandler), commission (12.00), salesdescription.

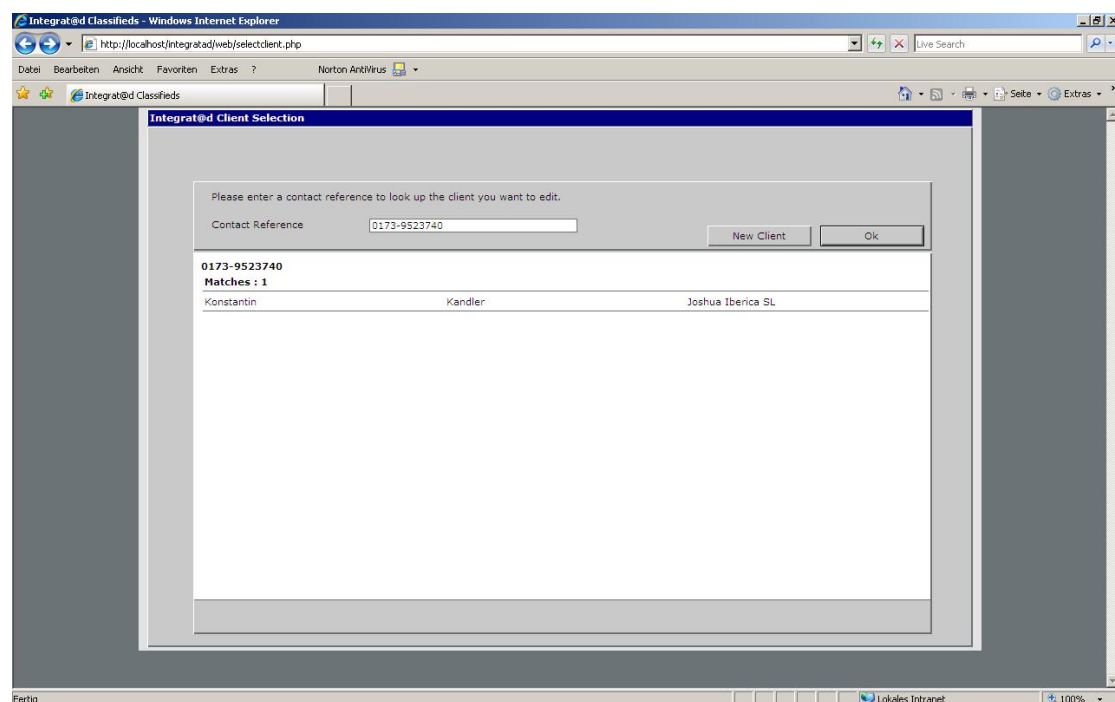
Buttons for 'Remove', 'Close', and 'Save' are visible at the bottom of the form.

Indeed, due to the integration features of *Integrat@d* manual and automated communications may be sent directly to the client via email and/or SMS for the best service offering possible.

All data entry field labels can be easily tailored throughout the system to suit the company culture and common vocabulary and customs (e.g. provision instead of commission), and the content of the multiple choice fields are freely definable with the administrative editor tools and wizards. Thus you can adapt your already established customer classifications, or define new ones for your own requirements of the system.

A number of helpful features for accurate selection and automatic insertion of related data are built in. For example, by adding the local geo address data to *Integrat@d* it is possible to automatically populate most address fields from the post code or first line of the address, thus significantly increasing data entry performance. Data validation and format correction on email addresses, phone numbers may also be applied. These features can also be applied to bank and credit card details and so on. In addition, multiple choice list-boxes improve data entry efficiency and, perhaps more importantly, accuracy.

The typical customer information for private and commercial customers is recorded on the main customer screen. Data validation can be configured to suit your installation. You may wish your users to be forced to enter data in certain fields, to satisfy specific marketing purposes, for example, and other fields may be optional. Additional information associated with commercial customers is just a click away on secondary customer information screens.



Integrat@d now indexes all searchable customer data to improve the ability to search and retrieve relevant data quickly and easily. The new *Integrat@d* data search employs the latest search engine methodology to guarantee accuracy and speed.

Sales commission formulas can be defined for sales groups, destination types, ad types and so on to ensure you get the most from your sales team.

By additionally integrating *Integrat@d* with Microsoft Office, *Integrat@d* becomes a very powerful direct marketing tool indeed. Direct marketing can be achieved through traditional post methods as well as through bulk email and SMS text messaging. Specific customer groups can be targeted based on a wide range of parameters.

A new CRM feature of the system is sales demarcation where sales representatives are automatically reassigned to sales leads based on various configurable criteria such as region, last contact, last sale and sales group. This can be a highly efficient way of distributing the sales workload and improving the effectiveness in some sales areas.

A growing trend in business in the advertising arena is customer partnership in terms of sharing advertising cost. In order to take advantage of this information, we have designed a tool for defining these relationships. These features are managed by using the 'Agency' option. For joint customers you can define the share percentage, and thus split invoices accurately. It should be noted that relationships between multiple customers may be freely defined, thus creating a relationship network.

AD MANAGEMENT

The advert data entry screen in *Integrat@d* is now more intuitive and flexible than ever. It allows entry of any ad type within the same screen. The screen immediately modifies itself according to the ad type and payment type selected.

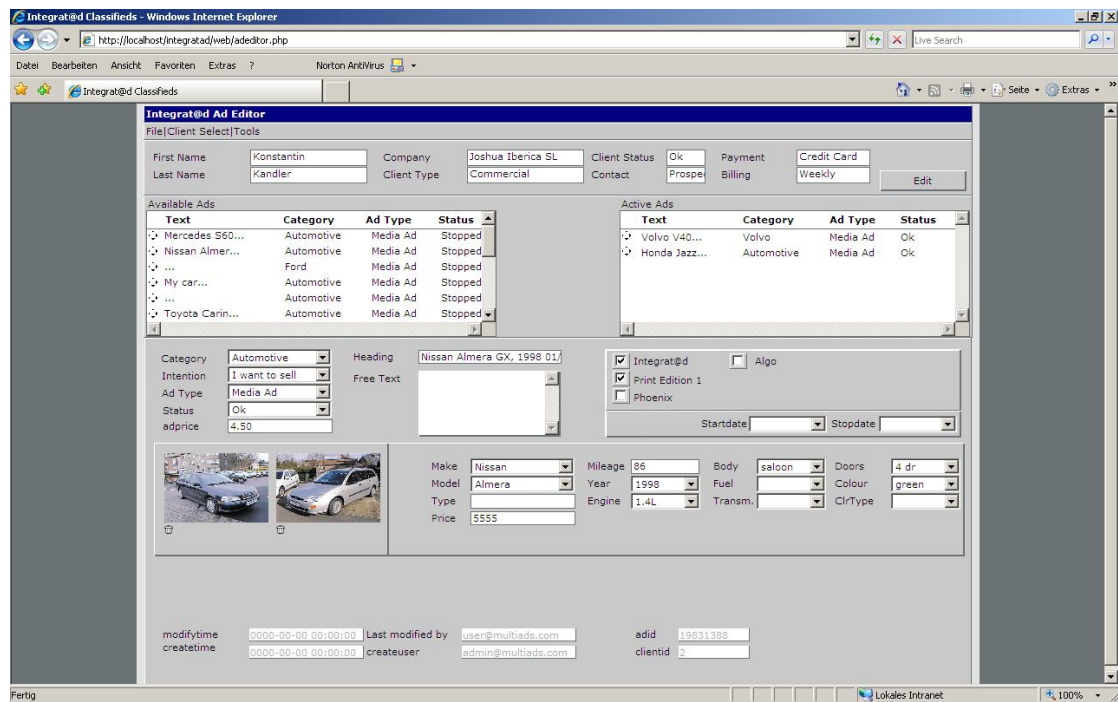
Various user groups can be defined within the system. For example, you may not want all users access to all ad types. To accommodate this and other security issues, *Integrat@d* support configurable access levels for each user. Thus, a free-ad user should only be able to enter free ads, a free-ad supervisor will have access to all these features and the proofing options and a commercial user may have access to all types of paid ads and their respective features. Very specific access can be defined for every user and this is all freely definable in the security and user configuration tools.

As you will see later on, *Integrat@d* supports a new set of users, the publisher's customer can now enter and manage his/her own advertising. As such, various limitations may be applied easily to these user groups also. *Integrat@d* supports immediate on-line payment through your preferred payment service provider or on account. Additionally, your commercial client will now be in a position to review his/her account status at any time, including review such things as hits on on-line ads. So, as well as reducing you administration costs in a number of ways, you are also empowering your customers with additional information to assist them in their advertising decisions.

Integrat@d now supports a very wide range of ad types and destinations due, in part, to its new online nature. In addition to the more traditional print free-ad, bold-ad, semi-display, display, photo and so on, *Integrat@d* can now manage many other ad types such as media ad (with video and/or audio) and web banner ads (animated or not). Media ads can use embedded media or use multiple links to content on other webs, such as YouTube, FaceBook, MySpace and more.

Naturally, *Integrat@d* is tightly integrated with the Phoenix International Ad Exchange system and can automatically manage the transfer of your international content to and from other destinations.

Adverts may be booked sequentially and/or irregularly through an intuitive menu-based sub-menu. An advert may also be booked and positioned into one or more of your products/destinations from the same ad management screen.



Integrat@d advert cost calculation is extremely flexible with a range of predefined price patterns available. The percentile, monetary discount and extra charge fields can be modified to match the various price structures associated with each ad type and product. A number of special price profiles can be defined, and a special cost equation editor ensures you have the maximum flexibility to automatically calculate the correct end price for the sales package. As a sub-process of the price calculation the appropriate sales rep commission is calculated instantly. Again a formula based system is employed allowing for even the most complex commission structures.

Since an advert's running duration, size and type, can change many times during the sales contract term, *Integrat@d* will automatically and accurately recalculate the relevant cost additions and credits on the next customer invoice as the ad changes during its life-cycle.

For the purpose of display advertising, *Integrat@d* makes use of Adobe's Acrobat file reader to allow the sales rep to view the results from the graphics department accurately. The proof to customer can then be faxed or sent by e-mail with the attached PDF. In fact this process and many others can be easily defined and preset to occur automatically once certain criteria are satisfied.

The supervisors proofing tool is now even more sophisticated than before, automatically creating SQL queries from the criteria selected, filtering out exactly what needs to be proofed. The supervisor can select any criteria that exists in the database, such as ad status, user, category and so on and can even edit the SQL statement directly to suit exact requirements.

Due to the marriage of photo and display ad types for many publications, we have created a new photo/display module to compliment the advert entry module. This is especially suited to those publications with a high photo content and allows a number of photo ads of various origin to be manually placed by the user in a single pre-defined display area. The photo ads would be entered into the normal advert module, however, in this module, the ad text and photo image can be changed using the image library functions, if required. Individual ads may be resized to suit the display layout and the ads can be positioned using the horizontal and vertical rulers. Zoom options are also available to more closely check alignment. The

publication output from this module is somewhat dependent on the capabilities of your production tool as special formatting scripts are required.

Integrat@d uses structured data entry wherever possible. This is especially important for indexing and classification of ads on-line. The field structure for each ad classification can be defined to suit the options available within that classification. For example, for auto you will have Make, Model, Engine Size etc. and for Property Letting you may have Property Type, No Rooms and so on. These lists and their inter-relationships can be defined by the customer as required.

INTEGRATION

With *Integrat@d* Joshua continues its policy of developing complex systems which can be integrated with almost any appropriate systems, web systems, sms systems, accounting, production, pagination, and so on.

Many of these features have been mentioned already in previous sections but it is important to highlight the flexibility of the system and it's ability to integrate with many in-house and on-line systems to give you the most complete solution available.

Here is a sample of some of the types of systems *Integrat@d* will work with for you;

Accounting: To transfer invoices/credits to your bookkeeping system. If your accounting system supports bi-directional connection, we can show account status/balance to the sales team.

Production: *Integrat@d* will interface with many online and print production engines. Joshua will recommend it's own MultiPage print production system and Web Search and Browse systems as these give return data which can be extremely useful for comprehensive reporting.

Microsoft Office: Integration with Microsoft Word is an important standard feature of *Integrat@d* for Invoicing, marketing mail-outs and other standard document preparation. Microsoft Excel for detailed manipulative reporting using pivot tables giving you all the flexibility you could ever need with direct connection to the *Integrat@d* database.

Email/SMS: *Integrat@d* will use your preferred email engine or it's own to deliver marketing and automated email responses and information to your internal team and/or the advertiser to ensure they know the status of their activity and to prompt further activity. Additionally, *Integrat@d* can use your preferred SMS text service provider to deliver information to your customer immediately if they prefer. For both communication methods, *Integrat@d* will store these communications in the customer file and can be setup to act/react to customer responses from these sources as defined.

Webs: As well as sporting its own sophisticated search and browse engine, *Integrat@d* will integrate seamlessly with your own web system if preferred. *Integrat@d* will allow you to send and receive content to and from all of your web systems including verticals. In additions, links to third-party webs are possible too.

Social Networks: *Integrat@d* also supports pushing content to you Social Network profile in FaceBook and/or MySpace and others should you use these systems to enhance your internet presence.

Google Maps: Integration with other services such as Google Maps is also possible to validate and illustrate any and all addresses on the system as well as advertiser location.

As you will note, the list is endless. One of *Integrat@d's* core features is its possibilities for integration with other systems. Of course, many of these integrations and adaptations are unique for each client installation and are carried out at that time. No one *Integrat@d* installation is identical to another as there are so many possibilities in terms of the configuration and interconnectivity of *Integrat@d*.

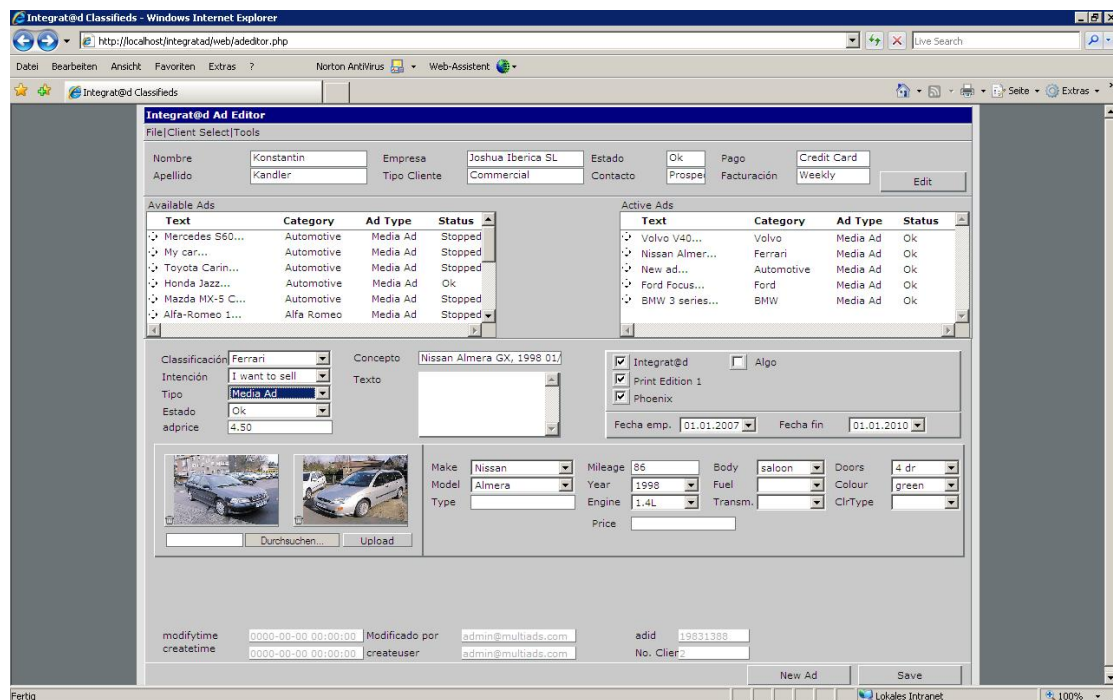
THE USER

As always, the user experience is paramount in the design and development of our ad management systems, and *Integrat@d* continues that ideal. *Integrat@d* now supports many types of users and groups and the user screen is completely configurable for the needs of that user or user group.

Various screens can be flagged for relevant access in terms of ability to open, view and/or edit. Indeed, every field available to the user has the same configurable attributes. Additionally, in *Integrat@d* the fields on the screen can be moved by the administrator into logical groups to better suit the user or the way your organisation works.

Since CSS style sheets are employed throughout the system, your company corporate image and design can be easily applied to your new ad management system.

The *Integrat@d* user interface also supports multiple languages to the extent such that multiple users on the same system can use the system in their preferred language simultaneously.



SELF-SERVICE

Arguably one of the most amazing features of the *Integrat@d* ad management system is new feature-set allowing your customers, the advertisers, to place and manage their ads directly into your database using the *Integrat@d Client*.

As described, external private and commercial users groups can be defined in *Integrat@d* giving access to only those fields and features that the publisher want available to their advertisers. The advertiser can then manage all of their content whenever and wherever they wish, quickly and easily.

The external user can pay online using your preferred ecommerce payment provider or on account if you provide a credit facility for some commercial clients.

Again, you may use CSS style sheets to present your corporate image, look & feel to your clients and your clients can use the system in their preferred language giving the complete personal experience.

Finally, commercial clients have a comprehensive status screen detailing the status of all ads, their destinations, types, prices and categories. In addition, budget information is available and, for on-line ads, the number of hits and clicks received.

Thus, *Integrat@d*, in addition to delivering all this power and flexibility to your customers, helps you to significantly reduce your administration and sales costs by helping your clients to help themselves.

Your commercial advertisers will also have access to statistical information about their ads to better help them with their future advertising budgeting and decision making.

PRODUCTION

In today's world of tight deadlines it is crucial for any advert management system to produce editions for print and web at high speed, with a high degree of automation and a high level of reliability. The *Integrat@d* production engine core has been designed with these demands in mind.

The basis for speed and reliability can be found in the core structure of the *Integrat@d* database and code definitions. Style and formatting codes for the desired layout software and receiving medium (i.e. Print and On-line) are freely definable for each ad type so that all the layout work is prepared within *Integrat@d* prior to production, and the advert definitions provide the information required for extremely fast sorting of the adverts.

The production engine can be configured to produce formatted text and frame information files for all popular layout systems including, but not limited to;-

- Corel Ventura
- Quark XPress (Win/Mac, text file only)
- Adobe Pagemaker (Win/Mac, text file only)
- Adobe InDesign

Although these desktop publishing programs are indeed suitable for producing publications containing classifieds and display advertising, the degree of automation and the speed of production can be significantly enhanced by investing in systems which are specifically

designed for classified content publications. To date, *Integrat@d* has been successfully interfaced to the following high-end production tools;-

- Calligramme PA from Insert International
- Eagle from Loot
- Avus Satz from ISV (Quark XPress extension for Mac)
- Xdata from emsoftware (Quark Xpress extensions)
- MultiPage from Joshua

Detailed post-production statistics can be produced when desired. It is worth noting that the production module does not need to reorganize the databases in any way, so test productions can be run safely.

Please checkout MultiPage, Joshua's new pagination and layout system. MultiPage supports bi-directional data flow with *Integrat@d* giving tremendous new reporting power and facilitating such time consuming tasks as Proof of Publication instantaneously as the ad management system already 'knows' where the ad was produced and can open the page itself.

FINANCE, COMMISSIONS & STATISTICS

The information from the display and text advert module is automatically written to the invoice pool, which collects key data for all ads to be invoiced, withdrawn, credited, reimbursed and so on. This data is accurately linked to customer and advert databases. Invoices are generated using *Integrat@d* integration with Microsoft Word. Additional invoice text can be automatically inserted based on the customer and pre-defined specifics of their advert patterns. This can behave as an additional direct marketing tool.

As the invoices produced in this manner are text documents, the layout and content of the template as well as the individual documents are freely editable in Microsoft Word. Additional benefits of integration with Microsoft Word include the ability to easily generate customer mailings, advert order confirmations, proof requests and so on, using standard document templates.

To avoid double entry, Multiads will interface with your preferred accounting system (assuming it supports such integration).

The price and commission calculation and the merging of these to individual invoices and commissions is highly automated and fully based on the price and discount settings made for the customer and the ad. The basic definitions for the commission calculation are made in the sales rep database, where certain commission codes and profiles directing the distribution of commissions for initial ad orders and continued orders can be flexibly defined.

To give maximum flexibility in terms of statistical analysis and report generation, we have integrated Multiads with Microsoft Excel. Multiads can generate a comprehensive set of Excel pivot-tables populated with a pre-defined data selection from the main databases. By using this method your potential knowledge-base is only limited by the quality of your data entry.

...AND FINALLY

In this document we have outlined what we believe to be the core features of our new system. However, in a document like this it is impossible to detail all of the possible benefits and implications for every customer as we have found that every customer's needs are unique. At Joshua, we believe that our system must support these variations and we would be delighted to discuss your special requirements with you directly.

We are also preparing to integrate *Integrat@d* with other leading edge products to give you an even more comprehensive solution. CTI (Computer Telephony Integration), Geo mapping technology and others are currently being explored. Please apply to joshua@multiads.com for copies of our newsletter or check <http://www.multiads.com> for information and updates.

