

Adya

Executive Summary

*Adya is a secure, real time integrated Booking,
Billing, Workflow and Customer Management
System for the advertising industry.*

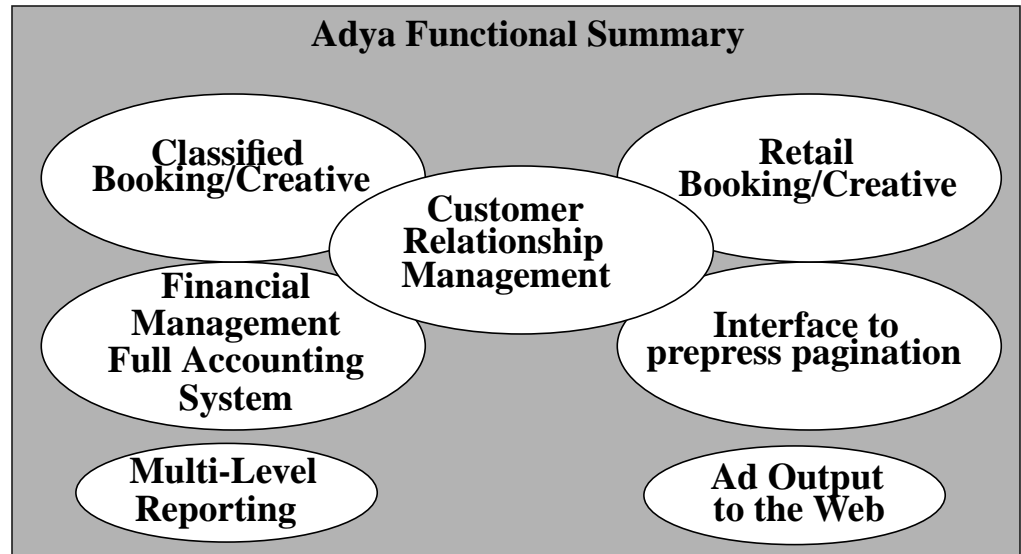


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Introduction to Adya

Adya is a secure, real time, integrated Booking, Billing, Workflow and Customer Management System for the advertising industry. Adya provides a powerful, flexible and customizable system to improve your ability to control costs and provide better customer service.



Feature Summary

- Track revenue and discounting. Control use of discounting using queues.
- Easily create new ratecards and contracts using a dynamic three-tier pricing model.
- Book Classified and Retail ads using powerful creative and scheduling tools.
- Support for partnership/affinity programs like AirMiles.
- Cover multiple cities using the distributed architecture of Adya.

Booking

- The booking module allows easy ad creation ranging from standard classified ads to creative semi-display ads containing graphics.
- Creatives are exported in ASCII, HTML and EPS formats.

Workflow

- A wide range of predefined queue attributes lets you custom design each queue to meet your needs. Separate workflows for Classified and Retail advertisements.

Billing

- Double-entry G/L, A/R and C/R sub-systems.
- Quick cash reconciliation.
- Real-time customer Age Trial Balances.

System Architecture

- Adya is a distributed system to help organizations with

multiple papers better manage costs and distribute application usage.

- Adya is scalable.
- Adya works with standard SQL databases.

Reporting

- Over 100 standard reports for Booking, Production, Sales, and Financial departments.
- Reports have their own configurable queuing mechanism for job control.

Customer Management

- Customer data is shared to avoid duplication between booking and billing modules.
- Security restricts access to sensitive customer information.

Sample System Configurations

Adya Enterprise

Server: Sun Microsystems Enterprise Server 450, Solaris 7, 2 CPUs, 1 Gb RAM, RAID 5 (SW or HW), Sybase Adaptive Server 12.0

Client: Macintosh G4, 256 Mb RAM, 19 inch Monitor

Adya Light

Server/Client: Apple Macintosh G4, Mac OS X, 1 Gb RAM, 40 GB Hard Disk, FrontBase Relational Database

Up to four additional client machines (Apple G4 running Mac OS X)

Custom configurations available.



Booking Module

The Booking Module of Adya allows you to book Classified and Retail ads. It provides a multi-tabbed view of the ad with a single central summary screen for ad information. It makes use of stylesheets, its own internal creative tool set, flexible costing and a powerful scheduling engine to ensure booking ads is fast and convenient.

Feature Summary

Information

- 85% of the user's required data is presented on one panel.
- Classified and Retail share the same panel.
- Booking can present a Customer's previous advertisements (including creative) for easy ad creation, transfers or renewals.
- Automated/manual queue routing from Booking.

Scheduling

- Powerful scheduling engine allows booking by point and click, number of insertions, quick keys for week day/month selection, cycles, templates and Ad Package. Calendar provides visual feedback on valid scheduled days, killed and publish dates. Different number of insertions based on selected/specific products.

Creative

- Ability to create complicated creatives using reverse full/partial, images with runaround, style sheets, etc.
- Creatives are exported in ASCII, HTML and EPS formats.
- Able to fax creatives to customer for confirmation.
- Automatic spell checking with word exceptions and banned phrases by category.
- Drag and drop logos/images by client or category.
- Renders ads on the fly so what you see on screen is what the output in the paper will be.

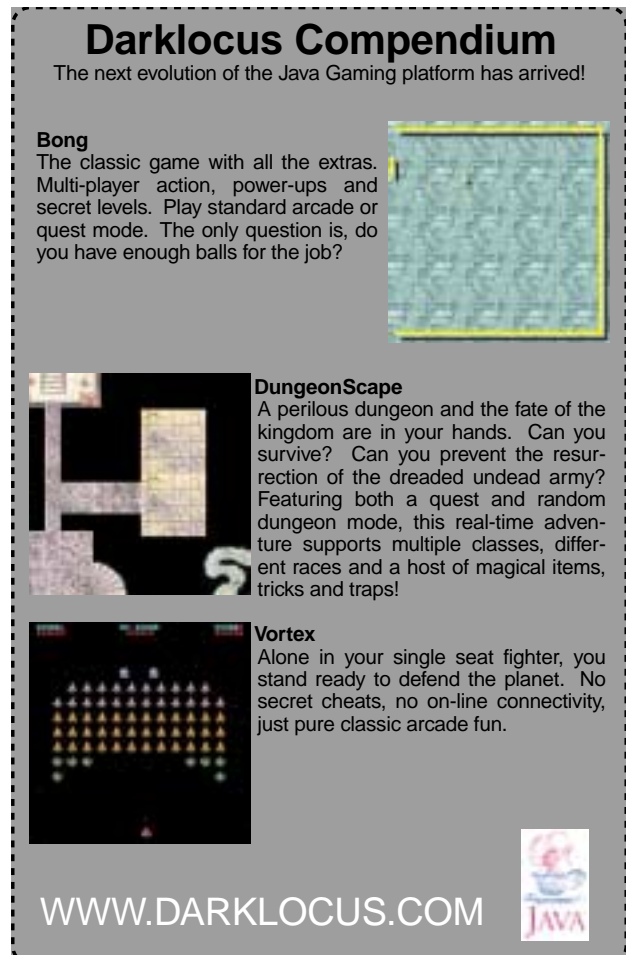
Costing

- Multitude of rate options with override capabilities.
- Ability to create 'Subscribed' advertisements such as Cop, Gang Ads, etc.

Simple Semi with centered title and reversed background.



This is a dash-bordered advertisement with gray background and multiple images (using runaround).



Adya Executive Summary

Main Booking Screen: Summary View

Ad Number: 108138 (Active) - Customer Number: 28625

Booking Customer Placement Creative Linage Schedule Cost Workflow History Notes

Customer # 28625 Name: REALLY GOOD COMPANY Postal Code: M9C 4Z5 Province: ON
 Fax # 222-3334 Address: 1 EVA RD. Suite: 301 City: TORONTO
 Customer Type: Private Class: Standard Group: Classified Type: Linear Caller: PAUL

Product: Description Code Description Extensions: Material Pick up Prod. Remnant Source Notes ?
 Car Market 006 Deaths
 Daily Insert 084 Test of Category
 Daily Paper 101 Career Training
 Daily Preprint 102 Clerical and Office

Booking Comment: Client Name: Billing Description: Can you help?Part time office Sort On: Can you he

Width: 1.00 col Depth: 4 line(s) Colour: Black Only 0000 0000 0000 0000

Placement: Position: Not Requested Page: Location: Not Requested Alt: Miscellaneous: Proof Coupon Reverse Sales Representative: 35 Promotion-Classified-Sun

Schedule: May 2001 June 2001 Apply Schedule to All Products Apply Template 3:00pm Ignore Deadlines Start Date: May 21 2001 Insertions: 13 of 13 Finish Date: Jun 07 2001

Payment: Available Credit: \$29.64 Total Credit Used: \$0.00 Total Paid: \$126.72 Amount Due: \$0.00 Payment Type: Cash Credit Used: Amount Paid: Card Number: Expiry Date: (MM/YYYY) Authorization #

Phone # in Ad: 416-222-3333 Mailbox: Yes Box # Ad Response: Mail Hold for pickup

Ad Cost: Product Used # Rate Sub-Total \$103.88 DALY \$2.0900 11 SATCH \$2.0900 1 SUND \$2.0900 1 Surcharges: \$0.00 Discounts: \$0.00 Override Total: No \$0.00 Yes \$7.66 GST: \$7.66 PST: \$0.00 Total: \$116.34

Can you help? Part time office staff wanted. References required. Mornings only. 416-222-3333

The person's name who is placing the Advertisement.

A partial reverse heading with multiple text boxes for the content

Are You Getting Your Word Out?

• Tired of guessing which advertising media best suits your target audience?

• Not enough resources to reach your marketing goals?

• Do you want to target your advertisements to a specific Zone, Internet profile or a translocated mobility user?

• What if all of this could be done with just one telephone call, just one software package?

PAPER

Whether for Classified or Display; a one week daily or multiple zones spanning editions distributed over multiple sites. Adya Version 5.0 is up to the task. Powerful typesetting and graphical features coupled with a full double-entry accounting system. Adya is the ultimate all-in-one solution.

WEB

What you see in the paper is simply what you will see on the Web. When creating an advertisement, the Ad Taker selects a Web enabled product and that's it. Adya will automatically emit HTML on export - ready for the Web. Utilizing advanced graphical features, create Web Banners directly from inside Adya and package them with the paper version. One Ad, one Invoice, multiple creatives.

WEB (INTERACTIVE)

With the expanding role of Interactive Web Advertising, customer expectations are increasing. A banner is no longer a static, 468x60 multi-layered image; but instead a portal for streaming audio/video, applets powered by Java(tm) technology which provide a rich user experience. Include a company's radio or TV spot; 360 degree "zoom" images; mortgage expert systems; the possibilities are endless!

MOBILE

Stuck downtown for a meeting and you have to find the nearest restaurant for the attendees? Mobile services are now the cutting-edge of direct advertising; customers can target potential clients that live in their area (or just passing through). Provide directions based on the client's current location, clients can check on seating availability, make reservations. Advertising will never be the same again.

Adya - Version 5.0: This advertisement is but a glimpse into the future...Adya is currently at Version 2.1.



Billing Module

The Billing Module has two parts (Billing and Accounting) and provides a double-entry accounting backend, detailed cash reconciliation, detailed customer charges, real time reporting, and transaction batch processing.

Feature Summary

- Detailed tracking of cash.
- Real time availability of customer ATB.
- One screen for showing complete financial history of a customer.
 - Integrated data and customer notes with booking and customer modules.
 - Flexible application of cash to invoice items.
- Flexible tax calculation based upon customer profile.
- Completely integrated with Adya Booking.

Billing module components

Billing

Invoicing

- Creates detailed invoicing with aging information.
- Handles agency billing, and split bills.

Contract Management

- Easily customize each contract.
- Use templates to make contract easier.
- Track fulfillment.

Customer Financial History

- One screen to show all customer financial information and answer customer queries.
- Shows how a payment was applied and quick open access to more detailed financial information.

Accounting

Accounts Receivable

- Memo adjustments in batches.
- Invoice generation and printing.
- Assignment to collections.
- Write-offs.
- Real time ATB of customers.
- Reports to track revenue by customer, sales rep, product.
- Handles agency billing requirements.

Cash Receipts

- Batch payment entry (prepaid or not), all payment types.
- Refunds.
- Detailed tracking of unused cash.
- Allows use of contra.

General Ledger

- Complete double entry accounting data from the A/R and C/R sub-ledgers.
- Detailed revenue tracking by G/L account number and journal code.
- Allows for fast reconciliation of cash.



Adya Executive Summary

Partial sample of an invoice

Age Trial Balance

SUMMARY CHARGES		ACCOUNT STATUS as of May 24 2001	
Invoice No:	2852	Account No:	1050
Balance Forward:	\$0.00		
Payments/Adjustments:	\$0.00	Total:	\$0.00
New Charges:	\$0.00	0-30 Days:	\$0.00
New Credits:	\$0.00	31-60 Days:	\$0.00
Total Due:	\$0.00	61-90 Days:	\$0.00
Over/Under:	\$0.00	Over 90:	\$0.00

DATE	AMOUNT	DESCRIPTION	IN	DATE	NET	AGE	IN BALANCE
		Mr 10001 Support Charge (Ch)					94.47 CR
							Total Payments/Adjustments: 94.47 CR
0505	1000	Mr 10001 This Invoice T		0505	100.00	0-30	94.47
0505	1000	Mr 10001 This Invoice T		0505	100.00	0-30	94.47
0505	1000	Mr 10001 This Invoice T		0505	100.00	0-30	94.47
0505	1000	Mr 10001 WANTED 10000.00		0505	100.00	0-30	94.47
0505	1000	Mr 10001 WANTED 10000.00		0505	100.00	0-30	94.47
0505	1000	Mr 10001 WANTED 10000.00		0505	100.00	0-30	94.47
							Total
							Total Due
							Total Due Days

Payment Information

Detailed Charges

Total

Cash Batch Entry Screen: Applying Cash

Payment Information

Customer ID	2852	to GL Account	11000181	Receipt	Default
Cash	\$30.00	11000118	Default		
Discount		11000118	Default		
Adjustment	\$2.00	11000118	Default		
To Apply:	\$30.00				
Applied:	\$32.00				
Remaining:	\$0.00				

Customer Information

Customer ID: 2852
 REALLY GOOD COMPANY
 30-1 LEVA RD
 TORONTO ON M8C4Z8
 416-222-3022
 Call Agency: PAUL'S TEST AGENCY

Applying Outstanding Charges and Credits

Find charges by: Invoice # [] Ad # [] Total Found [] Apps selected []

Show only invoiced charges/credits Auto-apply credits Set by ad

Show only unapplied charges Auto-apply against credit Set by date

Ad #	Invoice #	Invoice Date	Billing Line	Balance	Applied
	107004	May 10 2001	Unass'd bill - employment	\$20.04	\$20.04
	3	May 28 2001	Credit Charge	\$100.00	\$119.96

Customer Financial History

Customer Financial History

Financial: Customer ID: 2852, Show info since date: Jan 20 2001, Last Payment: May 18 2001, Unass'd Amounts: Credits: \$23.04, Debits: \$0.00, Credit Limit: \$200.00

Comments: []

Notes: []

Customer Information: Customer ID: 2852, REALLY GOOD COMPANY, 30-1 LEVA RD, TORONTO ON M8C4Z8, 416-222-3022

Customer's Age Total Balance Information

Total	Current	0-30 Days	31-60 Days	61-90 Days	Over 90
-\$23.04	\$0.00	-\$23.04	\$0.00	\$0.00	\$0.00

Order by: Ad #, Show: All, Suppress Adjustments, Invoiced totals, Only show non-zero balances, Only show invoiced amounts

Ad #	Date	Description	Charges	Credits	Invoice Date	Invoice #	Apply Date(s)	Total Applied	Balance
107004	May 07 2001	Part time office staff	\$13.05	\$0.00			Prepaid	\$0.00	\$0.00
107004	May 07 2001	GST	\$0.97	\$0.00			Prepaid	\$0.00	\$0.00
		TOTAL	\$14.02	\$0.00					\$0.00
107004	May 08 2001	Part time office staff	\$13.05	\$0.00			Prepaid	\$0.00	\$0.00
107004	May 08 2001	GST	\$0.97	\$0.00			Prepaid	\$0.00	\$0.00
		TOTAL	\$14.02	\$0.00					\$0.00
107004	May 09 2001	Part time office staff	\$13.05	\$0.00			Prepaid	\$0.00	\$0.00
107004	May 09 2001	GST	\$0.97	\$0.00			Prepaid	\$0.00	\$0.00
		TOTAL	\$14.02	\$0.00					\$0.00
107004	May 10 2001	Part time office staff	\$13.05	\$0.00			Prepaid	\$0.00	\$0.00
107004	May 10 2001	GST	\$0.97	\$0.00			Prepaid	\$0.00	\$0.00
107004	May 10 2001	Unass'd cash - overpayment	\$0.00	\$19.96					-\$19.96

Entry Date	Description	Debit	Adjustment	Credit/Cntrs Used	Payment/Charge Writtenoff	Refund/Credit
May 10 2001	Prepayment - (to you) (Cheque)					\$ 123.38



Queue Workflow Module

The Queue Workflow Module allows customized queue and workflow design to match each department's needs. Each queue can be customized to show specific types of ad and customer information and allows quick access to more information should the manager need it. All queue transactions are recorded with the time and user to allow easy auditing of an ad's workflow.

Features

- A wide range of predefined queue attributes let you custom design each queue to meet your needs. Payment Types, Customer Types, Customer Balances, Ad Cost, Ad Type, Sales Rep, Ad Taker, Credit Limit, Credit Status, and Cost Overriding are just some of the possible values to use when building queues.
- Allows manual routing, and republishing. Tracks users publishing ads and clearing ads from queues. Queues can be blocking or non-blocking. Date stamps record every queue action performed on the ad.

Queue Manager Screen



Feature Summary

- Flexible Workflow Design.
- Powerful and varied queue conditions to use.
- Clear auditing trail for each ad.
- Visual indications for ads currently being edited.

Creating a Queue



- Configurable queues allow different information to be displayed for a queue manager depending on which queue they are looking at (For example, the credit queue will show financial customer information while the Supervisor Classified queue will show the ad text).
- Flexible display criteria allow queue manager to filter ads by status, arrival time, sales rep and ad taker.
- Quick connections to related information configurable by which queue manager is looking at.
- Auto-refresh capabilities which are user configured.



Customer Management

The Customer Management Module shares customer information across all Adya modules. Access is controlled by security and all changes to customer information are tracked for auditing purposes.

Features

- Security can be used to designate who adds, modifies or views notes.
- Detailed financial information for such issues as:
 - collection information
 - allows credits on new ads
 - indicating amounts written off
 - billing information

Feature Summary

- Integrated Customer information.
- Multiple Views of Customer Information.
- Clear auditing trail for customer changes.

Sample Customer Notes: Summary View

Jul 11 2000	Inserted By: shirley	Customer Id: 28624	Modified Date: Jul 11 2000	Modified By: shirley
Credit writeoff for 6.37 was processed with a Batch Id of 2612 in Batch Group 63448.				
Mar 08 2000	Inserted By: paul	Customer Id: 28624		
Charge writeoff for -2.80 was processed with a Batch Id of 2242 in Batch Group 62142.				
May 01 2000	Inserted By: paul	Customer Id: 28624		
New note!				
Mar 06 2000	Inserted By: paul	Customer Id: 28624		
Field "denyCashDiscount" changed to "No"				
Jul 11 2000	Inserted By: shirley	Customer Id: 28624		
Customer is assigned to Collection Agency(10) to collect 1588.92.				
Feb 03 2000	Inserted By: paul	Customer Id: 28624	Modified Date: Feb 03 2000	Modified By: paul
Charge writeoff for -1.87 was processed with a Batch Id of 2129 in Batch Group 62571.				
Nov 02 2000	Inserted By: paul	Customer Id: 28624		
Field "customerMarketType" changed to "Government"				

Sample Customer Notes: Detail View

Customer		Additional Information				Notes						
Customer Id	Customer Name	Mailing Address			Phone Number							
28625	REALLY GOOD COMPANY	1 EVA RD.			416-222-3333							
Pri	Customer Id	Ad Id	Entry Date	User Name	Modified Date	Modified By	Status	Note Id	Note Ref.	Access	BC	
	28625		Jan 05 2000 11:19	paul			System	6858		Root		
	28625		May 05 2000 10:28	brenda	May 05 2000 10:29	brenda	Cancel	7151		Root		
	28625		May 05 2000 10:28	brenda	May 05 2000 10:29	brenda	Cancel	7149		Root		
	28625		May 28 2001 14:46	paul			System	9323		Customer Change		
	28625		Jan 31 2000 11:08	paul			System	6869		Root		
	28625		May 09 2001 15:48	paul			System	9308		Root		
	28625		May 05 2000 10:28	brenda	May 05 2000 10:29	brenda	Cancel	7150		Root		
Note:												
Payment of 170.00 was received via the Collection Agency (2). The payment was processed as Batch Id 62488 in Batch Group 2081.												

