RAM-COMM

ADVERTISING MANAGEMENT SOFTWARE

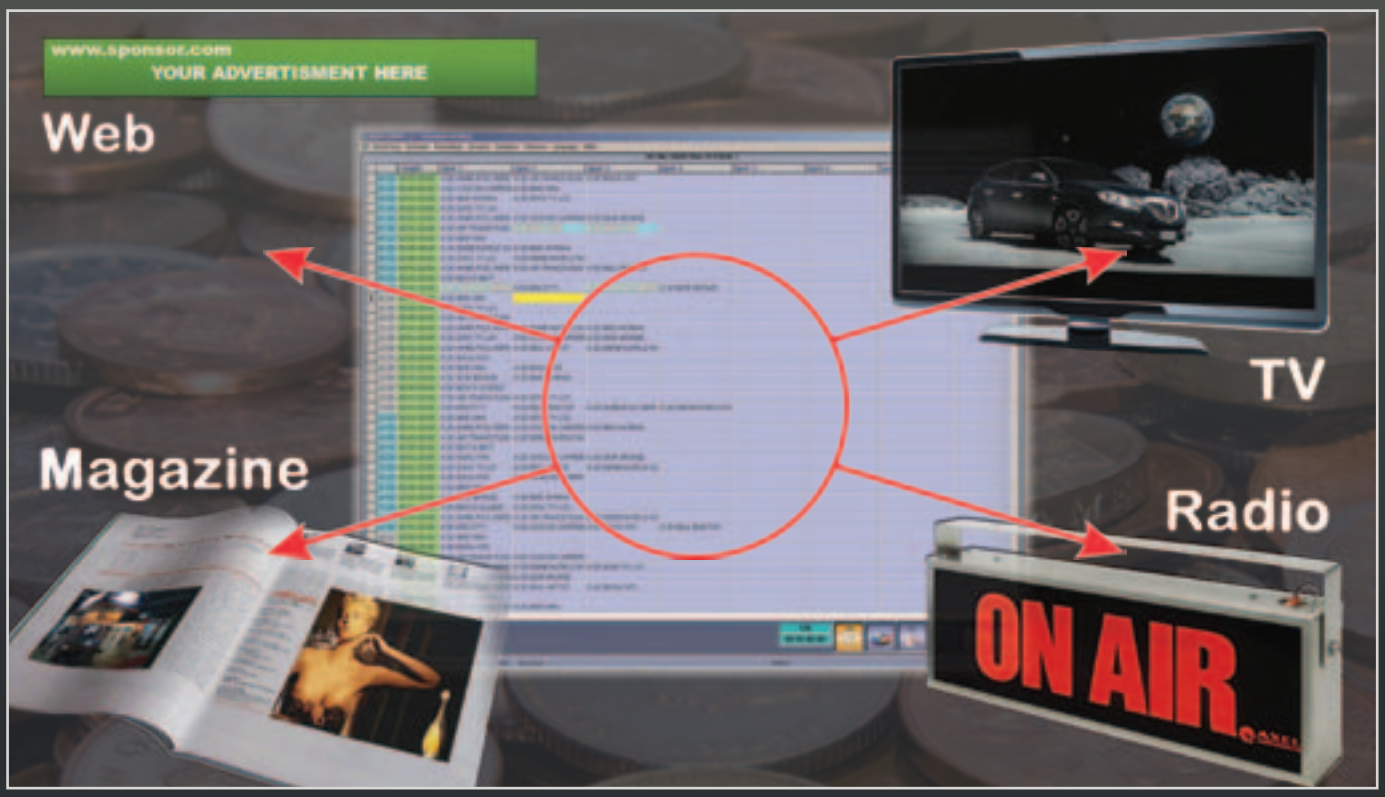
RADIO & TV TRAFFIC AND BILLING

- Complete customer and contract management
- Advertising scheduling: duration, rotation, priority and category conflict management
- Agents and areas management
- Automatic invoice generation
- Commercial reports and statistics for customer and board
- Advertising certification
- Advertising splitting according to areas/territories
- Multi-user architecture with rights management

AXEL TECHNOLOGY

RAM-COMM

RAM-COMM is the software for the complete management of the sales and scheduling of advertisement of Radio stations, TV stations and press agencies.



MAIN FEATURES

RAM-COMM is the essential tool for the publisher to keep the business always under control. It answers to ingest major necessities such as:

- Number and typology of scheduled contracts
- Present and future outcomes
- Expiring contracts for the forthcoming period
- Business potential of the representatives
- Contracts to be invoiced next month

RAM-COMM is irreplaceable for the scheduling operators because it strongly reduces the time for the advertising playlist creation. Thanks to advanced automatic practices, by inserting a few data, you will obtain the complete planning with:

- Self filling of the hour points/cluster
- Automatic rotation
- Priority control
- Subjects rotation
- Automatic managing of the "tails"
- Product conflicts

COMMERCE

RAM-COMM takes care of every aspect concerning advertisements, client information, sales, campaigns, contracts, scheduling, billing and invoices.
Due to its electronic and printed reports and statistics, **RAM-COMM** is the main tool to manage, analyze and optimize the business of your company.

BUSINESS

RAM-COMM gives the publisher a clear and objective look of the business outcome, on which company's structure and policy can be settled.

PUBLISHING

RAM-COMM is a software application suitable for publishing groups with several media (Radio, TV, WEB, papers...) with multiple channels and advertising areas ("split").

ADMINISTRATION

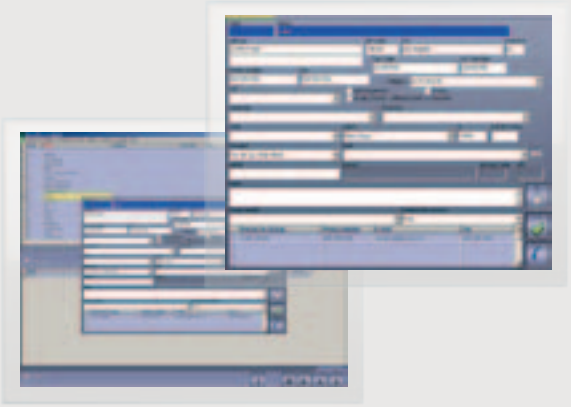
RAM-COMM is able to manage several users, with fully administration of the rights associated to each user.

MANAGING OF CUSTOMER / ADVERTISING CONTRACT

RAM-COMM manages every typology of advertising space inside the schedule: allows to organize and manage clients, contracts and spots according to several standards:

- Type of campaign (institutional, promotional, etc.)
- Radio / TV sales
- Broadcasting media (radio, TV, etc)
- Typology (15 seconds spot, 30 seconds spot, etc.)
- Broadcaster/Split

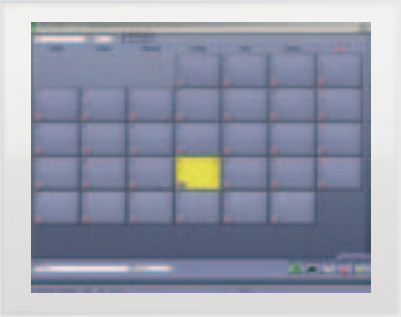
For each contract and area it is possible to settle number of scheduling, broadcasting period, number of daily spots, product category, playing priority, hour and subject rotation...
Moreover, it also allows you to manage premium spots and spot in "stand by" modality.
In addition to this, **RAM-COMM** manages the total amount of the contracts, such as, managing costs, realization costs, production costs...



COMPLETE CUSTOMER AND CONTRACT MANAGEMENT

ADVERTISING PLANNING

RAM-COMM offers the most powerful tools of advertising planning, either automatic or manual, extremely efficient, that can hardly reduce the advertising scheduling time.
As a matter of fact, **RAM-COMM** allows the user to manually set the broadcasting time of every spot, or to calculate them automatically, avoiding conflicts between customers and/or product category, and the overshooting of the maximum length set for every advertising passage.
The daily advertising schedule of every single area can be, in every moment, displayedand modified, adding, moving or deleting spots, even at the last minute.



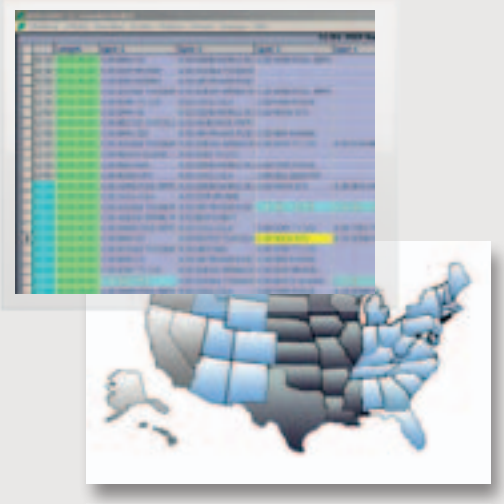
ADVERTISING SCHEDULING

SPOT ROTATION PROMOTIONS AND FILLING AUTOMATIONS

RAM-COMM manages automatically the rotation of the spot inside the hour points, such as the subject rotation of the same contract/campaign (different audio versions of the same spot).
RAM-COMM also manages automatically the "tails" planning (without pre-editing of the spot) and possible fills with promotional, premium and stand by (invoiced only when broadcasted) spots.

SPLITS

RAM-COMM is the ideal tool to program different advertising schedules on different areas (splits) at the same time, where there is the need of a coincidence of the length of the cluster for all the areas.
RAM-COMM fills the different lengths of the advertising cluster of every area, by inserting automatically some optimized audio fillers (chosen following the parameters set by the user) among which backing tracks, promo songs...
In particular, in addition to the choice of the hour points where to insert the fillers, you can set parameters such as: maximum length of the filler, pre and post spot insertion, rotation type (fully or with the minimum number of fillers used), choice of particular fillers in particular hours or periods of the day.



ADVERTISING SPLITTING

INVOICING AND BILLING

RAM-COMM allows the user to easily create :

- invoices or credit notes
- automatic invoices, choosing from several parameters (subject, notes on mortgage agreements, price per spot, days of the week of broadcasting with number of days in the period, spot number per day, broadcasted spot number and broadcasters).
- Manual or automatic Cash Orders, managing of the statement of account of a client (with possible outstanding accounts and payments done).

The amount of the payment can be calculated in different ways, e.g. based on mortgage agreements with the client, on the spots scheduled during the period, or on the spots really broadcasted during the "broadcasted certification" period (which asks the real data of the broadcasting to the on-air system).

AUTOMATIC INVOICE GENERATION

REPORTS / PRINTS

One of the most common problems in the companies is the reprocessing and presenting of the big mass of data generated form the various activities.

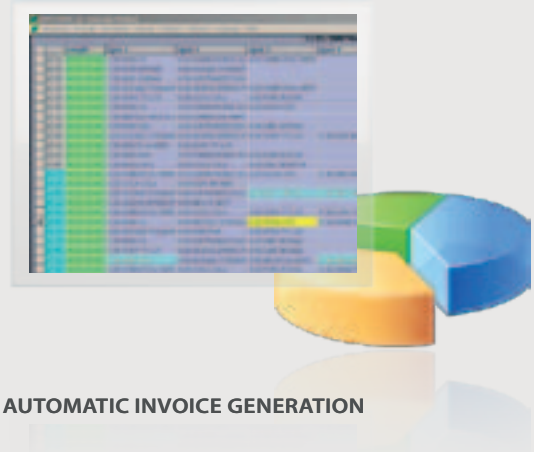
One of the most critical points is the presentation of the information and then the creation of printing and graphs. The reports are a fundamental tool to control and optimize the company performances and on them the company can base the decision process.

The reports highlight the relation existing between the data contained on the databse (activities, persons, results), allowing a clear and objective reading of the company performances.

RAM-COMM reports allow you to extract data from database and present them as a list, in order to distribute them as information inside and outside the organization.

The publication and distribution of the information is possible in different formats (printing, PDF, E-MAIL, TXT, FAX..).
The printing of data are simple to use, fast to be realized, simply managing and changeable.

RAM-COMM creates reports both preventive and final:
- global campaign planning, with scheduled broadcasting time day by day
- broadcasted feeds certification, with detailed view configurable by the user



AUTOMATIC INVOICE GENERATION

AGENTS

RAM-COMM also includes the management of advertising sales representatives and their eventual account.

- Define percentages
- Calculate automatically the provisions
- Define the calculation type of the provision (On contract or On Competence)
- Define geographic areas of competence
- Verify the number of new and renewed contracts
- Verify the sale modalities (by phone, visit to the client etc.)
- Configure the statistics by negotiated or invoiced contracts

IMPORT/EXPORT

There are several ways to Import/Export data from **RAM-COMM**. These options make the interface to On-Air automation and Account/ Administration systems/softwares really easy and versatile.

STATISTICS

RAM-COMM offers to the user the chance to create personalized statistics depending on the different needs/interests of analysis of your commercial activity, in addiction to a large list of preset statistics that can be immediately consulted, among which:

Commercial statistics
- *Expired contracts*
- *Hanging contracts*
- *Monthly spot list*
- *Start periods*
- *Expiring periods*
- *Scheduling periods*
- *Statistic contract check*

Accounting statistics
- *Contract list*
- *Payments*
- *Commercial situation*
- *Statistic agent*

Scheduling statistics
- *Spot list*
- *Spot list length*
- *Percentage spot list*
- *Free time*
- *Use*

Invoicing statistics
- *VAT counts*
- *Invoiced per vendor*
- *Invoices issued*
- *Bill book*

RAM-COMM TECHNICAL SPECIFICATIONS

RAM-COMM IS AVAILABLE IN TWO MODULES:

RAM-COMM SM

Software license multi-station that manages the planning of advertising playlists, contract and customers contact information, Playlist Import/Export from press agencies, Music soundtracks for advertisements.

RAM-COMM BP

Software license multi-station that manages advertising sales representatives and sales account, statistics, business contracts and invoicing / billing.

MINIMUM SYSTEM REQUIREMENTS

Operating System:	Microsoft Windows XP SP3, Vista, Seven
CPU:	Intel Pentium Dual Core Duo 2
RAM:	1 GB

Pictures and technical specs in this leaflet are provided for information purpose only and are subject to change without further notification (Ver. 2.0)

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