



## Smart IT Ltd

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# AdSys from Smart IT

AdSys is a revolutionary way to manage your media sales business Incorporating all of Smart IT's experience and expertise in cloud computing and ERP development and has been specially designed for the advertising / ad supported media industry.

It has already proven to be an invaluable tool for our clients - in both maintaining and improving their media sales businesses. It has reduced administrative overheads and significantly improved efficiency across their businesses.

AdSys places all the management and strategic information you need at your fingertips – Greater visibility means greater control - ensuring maximum results for your business.

In the past, access to a totally integrated business systems has been out the reach of the smaller business, but with AdSys no expensive servers or complicated network infrastructure is required – just a connection to the internet.

And because it's been specifically designed to meet the business needs of the Advertising Media Sales Industry, it has the flexibility to manage advertising across multiple medias including print, digital signage or online.

Within days you can be up and running with AdSys and start benefiting from having 360° degree control and visibility of your entire business at the click of a mouse. You can even check key performance reports on your smart phone or tablet device whilst out of the office.

## Business Challenges

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Many of the business challenges facing the advertising and media industry are caused by having disconnected & complicated IT systems. All the key business areas – accounts, sales, commission, production – are usually managed by separate systems, databases or spreadsheets.

This lack of integration leads to duplicate data entry, increases the risk of inaccurate or out of date information, and no one has an overall view of the entire business. Many of these challenges can be resolved by having a fully integrated business system provided as an online “Cloud” solution.

A **Fully Integrated Business System** specifically designed to meet the business needs of the Advertising Media Sales Industry. AdSys replaces all your individual software programmes including finance packages such as Sage. There's no need to maintain any individual databases and spreadsheets, all your key information is in one place. You have a real time overview of your entire business.

And because this is a cloud computing solution all your business information is backed-up and secure – you can also access and manage remotely from anywhere.

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## Why Cloud Computing?

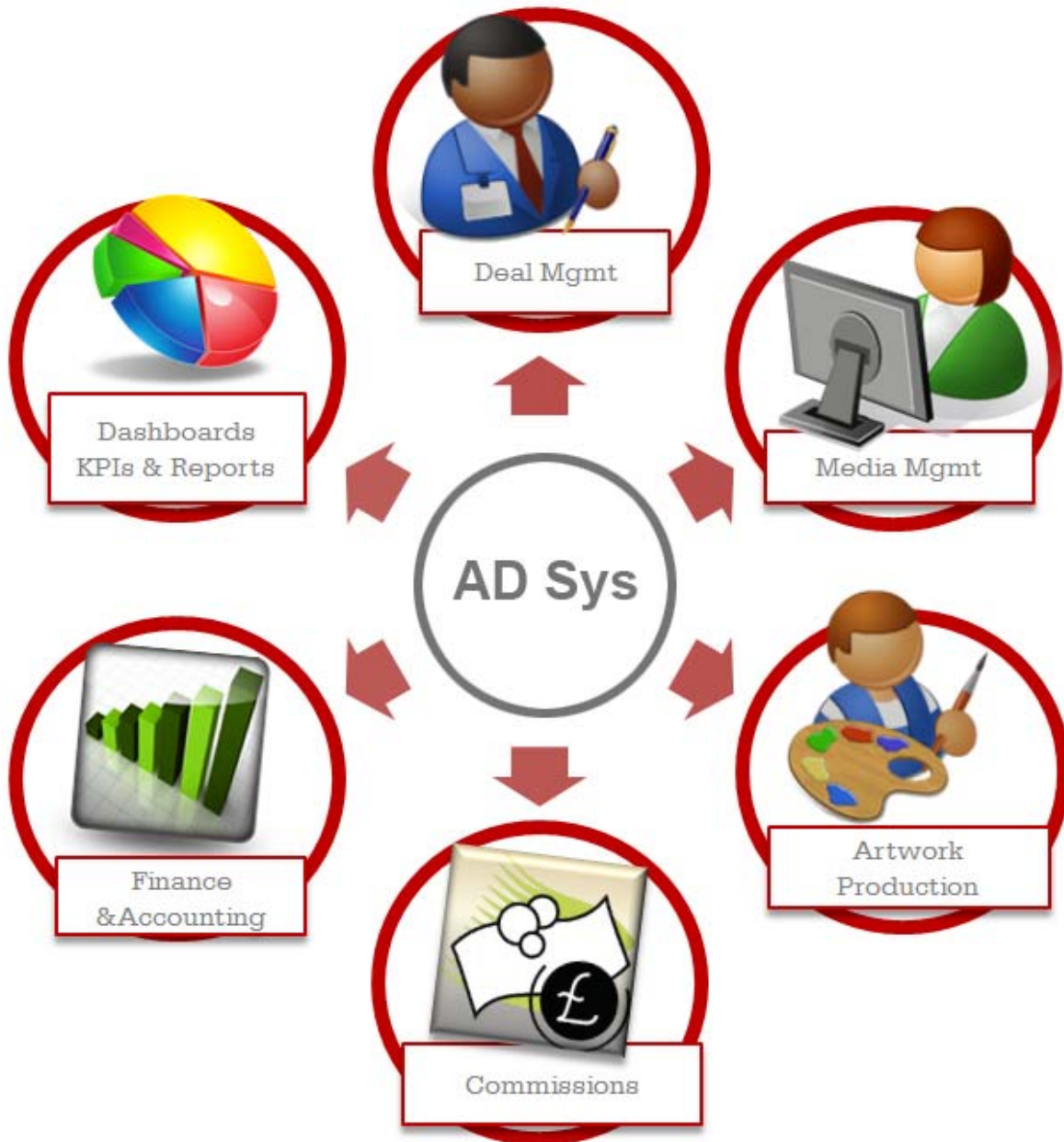
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AdSys is delivered as an online or “Cloud” service. This approach delivers a number of benefits including:



- **Security** – All areas of the system have password protection plus you can also control access down to individuals and their departments so people only see what they need to see.
- **Data Backup** – All information is backed-up daily. Even if your computers are damaged or stolen your information is safe.
- **Minimal Hardware** – No need to buy high specification PCs or Laptops. You just need a reliable internet connection.
- **Upgrades & Maintenance** – You don't need to upgrade your computers, and all software updates are carried out remotely and seamlessly, there's no disruption to your business.
- **Real time information** – As soon as someone updates AdSys then all your Dashboards are updated too. So you always know you're looking at the latest information.
- **Remote Access** – With AdSys you and your team are not restricted to the office. You can access the system from anywhere with an internet connection.
- **Collaboration** – The system is particularly useful for companies with teams based at different locations or remote workers. Reduces the dependency on the administrative team – everyone can access and directly input data into the system
- **Email integration** – Ensure all communications are shared and prevent misunderstandings.
- **SUPPORT** - Plus, as part of your contract everything is, **and will always be**, fully supported by the Smart IT team – we're always on hand to deal with any queries or issues you have.

# AdSys Modules:



## Deal management



The Deal Management module significantly reduces the time and resources required to record and manage all aspects of your sales contracts.

AdSys is flexible enough to handle multiple invoicing and payment cycles.

Your team will be able to manage the billing and collection of money easily, improving cash flow and reducing bad debt.

The efficiencies gained could allow you to move into new markets and increase your sales team without the need to take on extra Admin resources.

★ Search: All Deals

Deal Reference :  Media Site  Customer :  Sales Person :

Search Clear -- Filters --

Deal	DEAL REFERENCE	CUSTOMER	MEDIA SITE	CONTRACT DATE	SALES PERSON	ARTWORK STATE	ARTWORK LAST ACTION	SLOTS SOLD	SLOTS REMAINING	FIRST YEAR VALUE
<input type="checkbox"/>	29409/A	Butterfly Kisses	Harrogate & District Junior Football League Sept 2011	14/04/2011 09:22:03	James Daniels	Approved		2	-231	100.00
<input type="checkbox"/>	29411/A	Motorvation Of Harrogate	Harrogate & District Junior Football League Sept 2011	14/04/2011 09:21:37	James Daniels	Approved		2	-231	140.00
<input type="checkbox"/>	29417/A	Sugar & Therapy	Harrogate & District Junior Football League Sept 2011	15/04/2011 09:21:15	James Daniels	Approved	2011-08-07 15:51:42	2	-231	80.00
<input type="checkbox"/>	29416/A	Waltons Mill Shop	Harrogate & District Junior Football League Sept 2011	15/04/2011 09:20:54	James Daniels	Approved	2011-08-13 09:21:34	3	-231	120.00
<input type="checkbox"/>	29408/A	Status Interiors	Harrogate & District Junior Football League Sept 2011	14/04/2011 09:22:25	James Daniels	Approved		3	-231	120.00
<input type="checkbox"/>	29414/A	Auto Logic	Harrogate & District Junior Football League Sept 2011	15/04/2011 09:22:51	James Daniels	Sent To Customer		3	-231	120.00
<input type="checkbox"/>	29413/A	Hypoxi-Studio of Harrogate	Harrogate & District Junior Football League Sept 2011	14/04/2011 09:23:11	James Daniels	Approved		3	-231	120.00
<input type="checkbox"/>	29412/A	Flowers By Caine	Harrogate & District Junior Football League Sept 2011	14/04/2011 09:23:36	James Daniels	Approved		3	-231	120.00
<input type="checkbox"/>	29536/A	Electric Palace Picture House	Lichfield & District Recreational League SEPT 2011	15/04/2011 13:19:27	Jamie Rawlings	Approved	2011-05-31 10:16:39	0	0	60.00
<input type="checkbox"/>	29533/A	Wedgies	Lichfield & District Recreational League SEPT 2011	14/04/2011 13:19:00	Jamie Rawlings	Sent To Customer	2011-05-03 11:29:40	0	0	48.00
<input type="checkbox"/>	29534/A	Cool Colours	Lichfield & District Recreational League SEPT 2011	14/04/2011 13:19:57	Jamie Rawlings	Approved	2011-05-03 11:22:00	0	0	50.00

## Media management



AdSys tracks every advertising order from start to finish -

From inputting the client details, handling payments and managing your accounts through to tracking the status and controlling the workflow relating to artwork, production, printing, publishing and delivery. It will even manage the information about each media site location whether it's a TV in a GP surgery or a digital billboard.

Key to the process is the Media Management module – it gives you overall visibility on the status of your media projects, your sales targets & media space allocation. The real time information will also allow you to quickly identify any sales or production issues.

★ Search: All Media Sites

CUSTOMERS SUPPLIERS Name: Contacts: Country: Categories: Sales Team: Salesman ?

Group By... Search Clear Filters

Partners	NAME	REFERENCE	PHONE	E-MAIL	CITY	NUMBER OF SLOTS	SLOTS REMAINING	FIRST YEAR VALUE
<input type="checkbox"/>	Burton Junior Football League	Burton				0	6	300.00
<input type="checkbox"/>	Central Ayrshire Youth FA	Central Ayrshire				0	3	240.00
<input type="checkbox"/>	Chester & District Junior Football League Pitch Finder Sept 2011					0	5	2,334.00
<input type="checkbox"/>	Craven Aire & Wharfe Junior Football League SEPT 2011					0	262	12,373.26
<input type="checkbox"/>	Craven Junior League Pitch Finder Sept 2011					0	3	2,215.00
<input type="checkbox"/>	Dumbartonshire Youth Football League SEPT 2011					0	0	1,090.00
<input type="checkbox"/>	Dumbartonshire Youth Football League SEPT 11					0	0	280.00
<input type="checkbox"/>	East Lothian Soccer Sevens					0	1	1,884.50
<input type="checkbox"/>	East Manchester Junior Football League September 2011					0	0	2,810.50
<input type="checkbox"/>	Eastham & District Junior Football League					0	0	1,741.82
<input type="checkbox"/>	Fife Soccer Development League SEPT 2011					0	2	370.00
<input type="checkbox"/>	Harrogate & District Junior Football League Sept 2011					0	231	11,014.00
<input type="checkbox"/>	Hull Boys Sunday Football League SEPT 2011					0	-93	4,341.00
<input type="checkbox"/>	Leicester					0	75	3,524.00
<input type="checkbox"/>	Leicester & District Mutual League SEPT 2011					0	-3	3,451.00
<input type="checkbox"/>	Lichfield & District Recreational League SEPT 2011					0	0	6,314.50
<input type="checkbox"/>	Mid Norfolk Junior Football League Fixture Sept 2011					0	125	5,518.50
<input type="checkbox"/>	North Ayrshire Soccer Association Pitch Finder Sept 2011					0	4	860.00
<input type="checkbox"/>	North East Norfolk Youth Football League					0	119	4,974.00
<input type="checkbox"/>	Pin Point Recruitment Junior Football League					0	138	5,588.00
						0.00	-1,070.00	71,224.08

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## Artwork production



With AdSys you have control over all aspects of the media production cycle.

Whether you use an in-house team or outsource to a number of suppliers the system is equally effective.

Because it's a cloud-based solution, any individuals or teams can remotely access the system, so they can provide you with up to date status reports from wherever they're located. You always have full control over security and can limit access to specified projects. AdSys incorporates document management and version control within the production process.

At all times you have complete visibility of all aspects within the production process. The workflow control and reporting ensures you can quickly identify and be alerted to any potential production issues and can help prevent delays.

The screenshot displays the AdSys software interface. At the top, there is a navigation bar with tabs for SALES, WAREHOUSE, DEAL SYSTEM (selected), TOOLS, ACCOUNTING, KNOWLEDGE, and ADMINISTRATION. Below the navigation bar, the main content area is titled "All Artwork" and includes buttons for "New", "Edit", "Duplicate", and "Delete". The "Accounting" tab is active, showing details for a specific artwork item. The details include: Deal Ref: 29536/A, Customer Name: Electric Palace Picture House, Mobile: 01752 200000, Media Site: Lichfield &amp; District Recreational League SEPT 2011, Artwork: Mono Artwork, Phone: 01547 344000, and Email: g.sme@electricpalacepicturehouse.com. A timeline of events is shown, including "Artwork Supplied On", "Retrieved From Artist On", "Rejected on Date", "Last Action Date", "Sent To Artist On", "Sent To Customer On", and "Approved on Date". A "Fix Workflow" button is also present. On the right side, there is a sidebar with "Attachments" and "Customize" sections, including options like "Manage Views", "Edit Workflow", "Customize Object", "Other Options", "Translate", and "View Log".

## Commission management



This module removes the burden and overhead usually associated with commission management -

You can quickly & easily manage multiple commission schemes – it's fast to input and ensures every payment is accurately calculated.

It's equally effective whether you have an in-house employed sales team or use self-employed agents. Where the sales team are self employed the system can generate self-billing invoices linked directly with your suppliers ledger.

It also gives you a complete overview of the sales team performance - highlighting profitable agents as well as those with sales that frequently have issues and high bad debt levels.

The screenshot shows a web application interface for managing commissions. At the top, there's a search bar with the text "Search: All Commission". Below it are two input fields: "Deal Reference:" and "Product Name:". There are "Search" and "Clear" buttons, and a "Filters" dropdown menu. The main area is a table titled "Commissions" with a "New" button. The table has columns for "DEAL REF", "SALES PERSON", "STATE", "PRODUCT NAME", and "AMOUNT". The table contains 20 rows of data, each with a checkbox, a deal reference, a sales person name, a state, a product name, and an amount. The table is paginated, showing "1 - 20 of 788" records.

DEAL REF	SALES PERSON	STATE	PRODUCT NAME	AMOUNT
MikeTest	Administrator		1st Season	60.00
29871/A	Trevor Jones		1st Season	85.00
Test2	Administrator		1st Season	60.00
Test 4	Administrator		1st Season	60.00
test5	Administrator		1st Season	60.00
28811/A	Paul Thomas		1st Season	56.00
28814/A	Paul Thomas		1st Season	84.00
28813/A	Paul Thomas		1st Season	80.50
28815/A	Paul Thomas		1st Season	63.00
test6	Administrator		1st Season	60.00
28825/A	James Burton		1st Season	48.00
28823/A	James Burton		1st Season	72.00
28822/A	James Burton		1st Season	65.00
28826/A	James Burton		1st Season	108.00
28824/A	James Burton		1st Season	62.50
Test1666	Administrator		1st Season	60.00
29048/A	Matthew Flynn		1st Season	59.50
Test777	Administrator		1st Season	60.00
28794/A	Matthew Flynn		1st Season	94.50
29226/A	Tracey Hunter		1st Season	336.00

## Finance & accounting

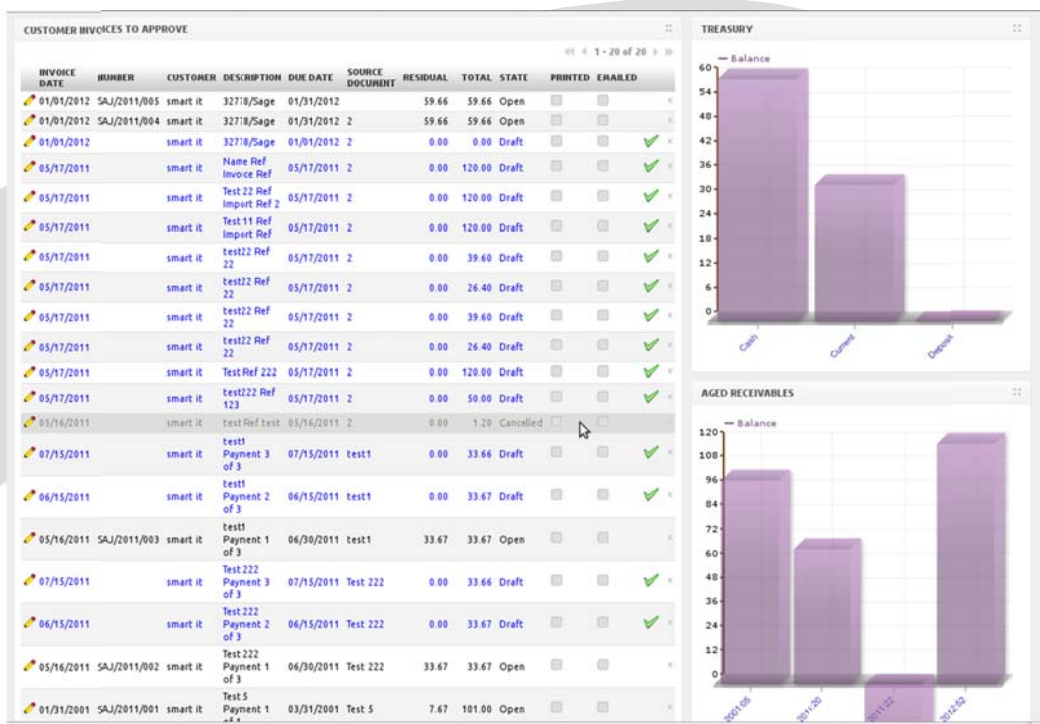


The fully integrated financial system manages all aspects of your business finance and accounting. It includes all the features you'd expect from any standard accounting software, such as Sage -

- Complete set of company accounts
- Comprehensive General Ledger , multi company support
- Sales and Purchase ledgers
- Purchase order processing
- Bank reconciliation
- Supports all standard VAT schemes
- Supports Multiple currencies so trading within the EU is straightforward

It also provides comprehensive financial reporting including both historical data and future forecasting. Viewing future cashflow based upon contract data is available at the click of a mouse. Migrating from existing accounting packages is both easy and quick – so there's no disruption to your business operations. As standard AdSys comes with the same nominal / general ledger code structure found within the default Sage chart of accounts. This can be extended or changed to suit your business needs.

Unlike 'off-the-shelf' software, AdSys is totally flexible and can be customised to suit any business model. Finance reports and KPIs can be designed to meet your individual needs too.



- ✓ Simple to use & quick to implement
- ✓ Fully customisable to your business requirements
- ✓ Reduce administration costs by up to 50%
- ✓ Guaranteed 99.5% service levels & available online 24 x 7
- ✓ Fully secure, Includes all data storage & automated back-up
- ✓ No hardware, no software – no hassle



**AdSys a client perspective:**

*“Within a day we could see the difference AdSys was going to make. It’s halved our admin overheads as we’re now able to input weekly deals in just two hours. It used to take all week when we had to juggle several spreadsheets and Sage. It’s saved the business the cost of two salaries.*

*The management team now have instant access to key performance reports which in the past took several hours to collate from spreadsheets.”*

Ann Cole – Admin Manager, CSP Limited

To find out more & to see what AdSys can do for your business request a FREE demonstration today.

**Smart Information Technologies Ltd**

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