

NWI
NeasiWeber
INTERNATIONAL

ADMARC[®]

LATEST RELEASE FEATURES

Release 7.4X ADMARC contains a wealth of features that enhance productivity, the user experience, the ability to handle digital advertising (either on its own or in conjunction with print advertising), plus the ability to take, authorize, and charge credit cards.

The major features available in Release 7.4X are described below.

OVERALL SYSTEM FEATURES

CAPI—Common Application Programming Interface

CAPI is an enabling technology for exchanging information between ADMARC and external systems via XML, RMI, and Web Services. With CAPI, it is easy to create web applications that feed data to ADMARC, for example. Other uses of CAPI include enhancing sales-force mobility, creating customer self-service access, feeding CRM information to ADMARC, and real time interfaces/integrations with external systems. The newest features and web services NWI has created (IVT/BKD and Credit Card, described below) make use of CAPI.

USER EXPERIENCE ENHANCEMENTS

ADMARC in a Web Browser

In addition to ADMARC's standard Windows GUI, ADMARC also offers 'eGUI,' a new browser-based user interface that allows access to your ADMARC system from anywhere that has web access, depending on your security requirements. In addition to web accessibility, the eGUI provides:

- More intuitive interface that allows easier navigation among screens
- Keyboard shortcuts for faster navigation
- Real-time screen and code updates with no need for recompiling files
- Unlimited sessions

Both the Windows GUI and eGUI provide web access from within the application, allowing you to jump from the ADMARC Application to an external web site or web application using an ADMARC Function (FNC) code.

Invoice & Order Viewing (IVT/BKD) Web Service

NWI has created a web service for viewing and analyzing invoice and future order information for a credit master. For a direct credit master, you will see the invoices for the credit master selected. Should you choose a parent credit master or an agency credit master, the details will be shown for all of the subsidiary credit masters. Unlike the internal selectivity transactions, this IVT/BKD web service allows the user to view by dates or by aging. For future orders, the web service allows you to sort the details by various criteria. This web service also allows users to dispute invoices. A future planned enhancement will be to allow cash application via the web service.

Rate Card & Code Maintenance Enhancements

- New utilities have been added to support the exchange of rate card and code data between ADMARC and Excel, allowing you to make changes and additions in Excel and then upload them to ADMARC, making it very easy to change rates and add new publications/titles. This enhancement supports the use of comma delimited (variable format) files.
- When there is a pricing error, you will now see more meaningful error messages that provide information on what failed during the rate calculation.
- Effective date has been added to the Rate Card table, allowing you to enter rate changes without having to create a new rate card number.

List Enhancements Increase Productivity

- A new transaction to "List Financial Transactions" will now allow the user to view multiple invoices and their associated transactions in a single online view, making research easier for your A/R personnel.
- Listing contracts across multiple publications (PUB codes) is now available, facilitating agreements/campaigns that encompass multiple publications.



ADVERTISING & ORDER MANAGEMENT ENHANCEMENTS

Interactive Advertising Fields

- ADMARC now includes a variety of digital/interactive fields for informational and reporting purposes. Key fields include:
 - Flight Start-End dates
 - Campaign ID
 - Impressions ordered, served, and served by a 3rd party
 - Revenue ordered, served, and served by a 3rd party
 - URL of the creative
- Size description (e.g. tower, interstitial, etc.)
 - Pixel x pixel width height
 - Clicks/Clicks lifetime
- The interactive fields can be exported via the “create file” option, for use in 3rd party reporting.

Publication Groups

You can now identify groups of publications that can be used together for contracts and for order entry—especially useful with the new Bundle Buy feature.

Bundle Buys

The bundle buy feature provides the ability to manage cross-publication schedules (e.g. print/digital, multiple print pubs, etc.). It also allows you to separate revenue recognition from invoicing, so you can do installment billing; for example, a \$12,000 campaign consisting of a \$6,000 print ad running on 12/1/13 and a \$6,000 banner for 100 impressions over the month needs to get invoiced at \$1000 a month, even though you may recognize the entire \$6,000 of print revenue on 12/1/14.

Bundle Buy includes:

- A Bundle Header to track cross publication orders.
- An Installment Schedule to accommodate a pre-defined payment plan.
- Posting of orders to GL independently of creating invoices.
- Enhanced billing to allow cross publication orders to be combined into a single invoice.
- Enhanced contract maintenance to allow “publication group” to accommodate cross publication schedules. In a bundle buy schedule, instead of individual contracts for the different publications, a single contract may be used to cover all the publications.

New Multi-Appearance Calendar Options

To facilitate entry of order schedules, you can now have the option to enter work orders on a calendar by:

- Section—you only see valid dates for a particular section.
- Publication Issues—you only see valid dates for the publication

Field Length Expansions—Key for Interacting with External Systems

- PO# and Contract number have both been expanded from 12-30 characters.
- Job Number has been expanded to 10/3 (from 9/2).
- Invoice Number has been expanded to 9/3 (from 6/2).
- Advertiser Cross-references have been expanded to allow for over 65,000 unique cross references rather than 99.
- Sales person name and sales codes have been made available on the work order (previously, you only saw the salesperson's number).
- A 100 byte free-form field has been added to the Advertiser/Agency, Contract, Work Order, and Credit Master.

Miscellaneous Advertising/Order Enhancements

- In addition to having the PIB code, you can now assign SIC codes.
- You can display BOTH Actual and NEP lineage on an order.
- Email address—a field has been added to the order and to the contract for email address.
- On Sale Date—an additional date has been added to the Issue record for an "on-sale date," which may be different from the issue date.



CREDIT & A/R

Credit Card Processing, Settlement, & Auto Pay

You can now perform real-time credit card authorization/charges during order entry and cash application. Using a 3rd party credit card service, this enhancement will allow users to invoke a real-time credit card authorization/charge from within ADMARC, using a web service that communicates with the 3rd party credit card service. Credit Card authorization can be invoked from the Credit Master screen and from the Order screen. The Credit Card information is fully tokenized.

Credit card payments can also now be settled at billing through "auto-pay," which matches up credit card payments with their associated orders.

Automatic Reversal of Prepaid ("X") Credit Status

ADMARC allows you to set an automatic move to "X" (prepayment required) credit status based on user-defined controls. Until now, an operator would have to change the credit status manually to put the customer back to normal credit status. Now, you can let ADMARC automatically remove the "prepayment required" status and move the customer back to normal credit when the condition that triggered the prepayment requirement has been ameliorated.

Prepayment Enhancements

- You can now have prepayments applied based on the job/schedule number—both online and through the Billing Post process.
- You can now allow multiple prepayments to an invoice.

General Ledger Enhancements

- The General Ledger number has been expanded from 12 to 32 characters, making it much more flexible for use with various G/L systems.
- You can now set billing to ignore Classification as a determiner of G/L number.

Bad Debt Recovery Net Amount for Recovery Batches

The ADMARC user can now use the totals in the batch header for balancing on Recovery batches (which used to be tracked at zero).



REPORTING

Online Selectivity Enhancements—ADVERTISING

- Pub Groups have been added to the selectivity tables
- Invoice amount has been added to the selectivity detail lists
- Adjustment data selections have been expanded to include invoice date range for the summary lists.
- SIC has been added.
- You can now select an individual order from the detail list and display it.
- You can export work order selectivity lists to Excel.



Online Selectivity Enhancements—A/R

- You can search by check number across all the credit masters on the database.
- You can locate credit masters by the Collection Agency.

Oracle Table Structure

- Since ADMARC data is now stored in tables, all fields on all records are reportable with an Oracle reporting tool.
- Reportable tables have been created specifically for Oracle reporting. Several tables allow for more detailed, precise reporting of discounts, production charges, credit card transactions, and sales information.
- Many of our clients are using tables we've created to enhance reporting for statements in combination with an Oracle reporting tool to create their statements. (Of course, the standard ADMARC statement programs are also available.)

Report Writer

The interactive fields are available for extraction using the "create file" option; they can then be reported using a 3rd party reporting tool.

Finance Charge Select

There is now a Finance Charge select program that feeds the finance charge program. Previously, you had to use Report Writer to create the input file; now you have the option to use Report Writer or this new program