



CRM and ERP for Media and Entertainment Companies

Ad Sales Automation, Advertiser/Agency Relationship Management, Campaign Management, Ad Billing, Revenue Recognition and Forecasting.

CRM

Full AD-Sales Management Solution for CRM

Ability to integrate to order management systems

Ability to bundle multiple media properties and types in a single transaction

Track sales goals and create forecast vs actual comparisons by period, sales rep and property

Sales automation (with Outlook integration)

Opportunity management and revenue forecasting by period, sales rep and property

Advertiser/Agency relationship management

Sales executive split tracking at both the order and the line item level

Opportunity to proposal to order creation

Integration of accounts, locations and orders to DynamicsAdvantage ERP

Rate card configurations for all media services and types

Approval workflows for accounts and opportunities

Full integration to Office productivity tools

ERP

Ad billing and independent revenue recognition for linear and non-linear media products

Advertiser/Agency relationship management in A/R

Campaign management with automatic adjustments and integrations to production servers and traffic systems

Multi level revenue forecasting by account,

product, account executive and orders

Bundle print, online, broadcasting, licensing and subscription services into a single campaign and invoice