

Case Study: Tapage Media

The Tapage Media company is the leader of French indoor advertising with the network of 4000 restaurants, bars and nightclubs. The company offers the media and postcards displaying equipment to the large advertising companies. To manage its entire business organization and distribution and to exchange information with its partners through the extranet or Pocket PC the Tapage Media company since 2005 uses 100% web based Atemis Business Management Portal.

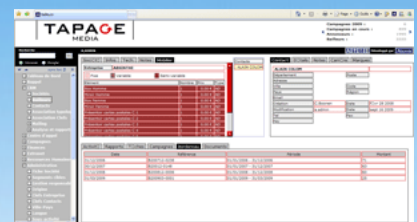
■ Integrated Managerial Modules

- Companies & Contacts
- Campaigns
- Distribution (Windows Mobile)
- Display Sights & Billboards
- Campaign Calendar & Schedule
- Invoices, Credits, & Pay-Slips
- Employees
- Document Work Flow
- Extranet for the Distributors
- Dashboard
- Analysis & Managerial Reports

- CRM
- Marketing
- Administration
- Projects
- Finances
- HR

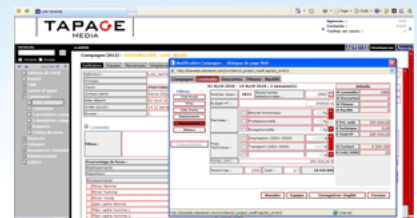
■ Companies & Contacts

A large database of companies (Advertisers, Media Boards, Partners, Donors, etc.) is available online. According to the types of companies (Customers, Suppliers, Investors, etc.) additional tabs appear on the page to characterize the company and their contacts in a transparent way. The rent agents are finely trained to meet all the advertisers' needs (CSP, age, profile of customers, geographic areas, days of operation, billboards type, etc.). All the employees can access through intranet or extranet to the list and details of all the companies, contacts and all their history. The pre-formatted emails and documents can be sent directly. All the activity reports, projects, tasks, invoices, documents are available according to the rights and authorizations of the user.



■ Campaigns

Depending on the type of the review, the criteria defined by advertiser are provided (CSP, age, profile of the customers, geographic areas, the number of the required displays, etc.). The application calculates in real time all the available locations and the number of potential contacts. After that these locations are reserved. A tender and a quotation are created and saved in PDF format ready to be sent to the advertiser. On confirmation, the locations are blocked. The list of installation is automatically created for distributors.



After distribution the module indicates the date and the time of the delivery to the location, and the number of posters asked for the campaign to achieve a better traceability for the advertiser and advertisement certification agency.

■ Distribution (Windows Mobile)

The distributors use PDA and Atemis Mobility software to manage their distribution. Beyond the CRM modules, the distribution module provides the access to the campaign list and installing lists. For each installation the router places the advertisement on the selected billboard, the distributor confirms the installation in his PDA and takes a photo. All the data can be synchronized with the server Atemis by any type of Internet connection or user connected from the very work place. The recording of the GPS coordinates is performed at each installation and can be cross the data with the place of installation.



■ Display Sights & Billboards

This module allows to manage all the display sights and available billboards of over 3,300 bars, restaurants and nightclubs in France. The ads are placed in restrooms, mirror, billboards and postcards displaying equipment. Based on current campaigns the module lets you know in real time the available sights and locations to offer to the advertisers according to the chosen criteria (CSP, the clients' age, geographical area, etc.)



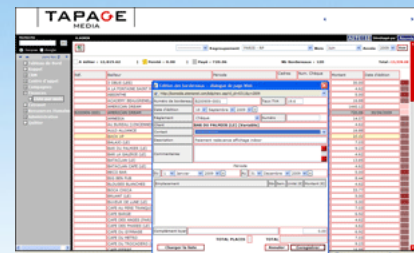
■ Campaign Calendar & Schedule

Commercial and logistic tasks and the reports related to the campaign are indicated in the schedule. One can have a view per day, week and month. The module can also filter and display information by days, teams and campaigns. The activity reports created from the calendar can have the analysis and comprehensive reports by date, project and manager. The filtered information is displayed to customers through extranet.



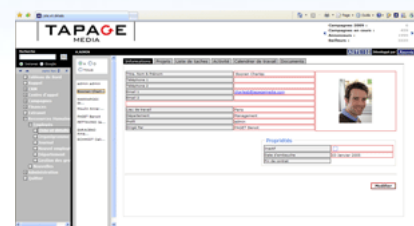
■ Invoices, Credits, & Pay-Slips

All the accounts and credits for the advertising agencies and the pay-rolls for the donors are created automatically with portal features. Also you can find here the list of all the invoices, and paid and un-paid slips by date, customer, donor and the level of recovery.



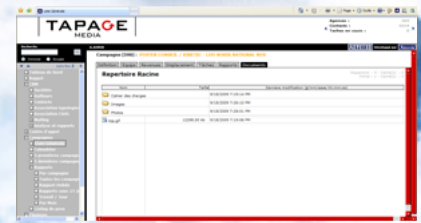
■ Employees

The application offers a 360 degree view of all employees. The employees' details and skills are displayed in dynamic and simply editable form. The managers analyze the progress of the operations, activities division by project, and tasks to achieve. The available tabs include Information, Skills, Teams, Activities, Projects, Monthly Reports, Documents, and Rights and Authorization.



■ Document Work Flow

All the documents related to the campaigns are registered on the campaign document page. The types of documents include customers' specifications, image files to be published, the proof copies, and advertisements photos. They are shared amongst all the partners and customers to let everyone have access to the whole updated information in real time.



■ Extranet for the Distributors

According to the profile Advertiser, Donor, Typographer, or Distributor the user can access extranet to have a 360 degree view of the applications and business. The user follows the Tapage Media organization. He can reach the pre-defined for him actions within the workflow and work together collaboratively.



■ Dashboard

The dashboard is customized by user himself and displays the key activities indicators, such as: current campaigns, pending deals, number of panels installed per day of the current month, the number of worked hours, etc. New indicators can be simply created by each user according to his needs with every dedicated module.



■ Analysis & Managerial Reports

The reports and complete analysis of all the modules and all the data are available in order to give the opportunity to the managers and company leaders to better manage their business and teams. This module includes the list of the pay-slips to edit, an aged payment balance, activities analysis of the projects, and trade turnover by year, company charges and type of benefit.

