

ADS

The comprehensive set of solutions for
advertising and public relations agencies
including
Production/Job Cost
and
Classifieds/Media

Dalziel/White Associates Inc.

20 Vesey St. Suite 510, New York, NY, 10007
212-634-9620
Fax 212-634-9616
Sales@dwa-corp.com

DESCRIPTION OF SOFTWARE FUNCTIONS:

ADS is a comprehensive, extensive and feature rich advertising management system featuring an integrated modular design that allows an agency to choose just the functionality it wants. The **ADS** system central core consists of a Classified and Media entry, billing and control system and a Production Job Cost system with Trafficking. These provide the automation and flexibility to allow the agency to attend to the primary order of business – client service - while having the system keep track of costs and revenues. **ADS** also provides one of the most powerful Client Profitability software modules available.

ADS was originally designed and installed in an advertising agency over fifteen years ago. Through nine major releases it has continued to evolve into a state-of-the-art advertising solution which is available for most platforms and accessible via a variety of interfaces. Thin Client and hosted (ASP) options are available. A variety of interfaces are available to import data residing on external databases as well as ads submitted to publications through other online services. The most recent changes include an object oriented facility that lets the user or implementer design an almost unlimited set of drill down, cross referenced query screens (and reports) without any programming changes!

The **ADS** solution is one of the few advertising agency software available today that utilizes a standard upper end account system as the foundation of its back-end accounting processes. The Microsoft/Great Plains and Passport family of products have been installed in over 300,000 sites throughout the United States. In the past an agency has often found that it needed to make a choice between a thoroughly developed “vertical” application that suited its business but which had only weak, back-end accounting support or the alternative which was a sophisticated and feature rich accounting system that might be coerced or customized to attempt to accommodate the specific demands of agency life. Both types have severe compromises - one to the general accounting and ledger features and the other to the front end or “vertical”, business-specific features. **ADS** compromises on neither – it has vertical “depth” for the specifics of agency business as well as general accounting breadth. The accounting components include Accounts Receivable, Accounts Payable, General Ledger with optional Bank Reconciliation and Payroll.

Production/Job Cost

- Job Master – user definable product codes, job type codes and cost categories; unlimited number of cost categories each individually customizable as to billing, commission and tax requirements; extensive job and line item description; automatic maintenance of up-to-the-minute cost and revenue figures and variances.
- Production Estimates – cost categories are selectable by job type and job; multiple estimates are maintained providing revision control; estimate printing is customizable.
- Purchase Orders and Vendor Invoices – purchase orders are issued from within the Production system and automatically update the electronic job jacket; open purchase orders with quantities, dollars and authorizing agent are tracked and available in a variety of unbilled cost reports; entry of vendors invoices covered by PO's requires only the PO number; agency markup is automatically calculated. A notes feature allows essentially unlimited annotation of each line item of a cost transaction to be entered at Vendor Invoice time (when it will have presumably been researched) and to be carried forward through the billing process to appear in edited form on the invoice.
- Employee Time is entered by week, by job and category directly into the job jacket; a flexible Billing Rate file correlates the specific employee with the specific type of work and the client to produce a billing rate; a client time history is available as well as a number of time analysis and productivity reports.
- The Electronic Job Jacket –Billable transactions are marked as Work In Process and can be reported and aged; costs can be split/distributed to other jobs after having been posted; full accounting allows the billing of Advanced Bills and automatic recognition of Unearned Revenue; subtotals for each cost category along with budgets are available online at any time
- Job Billing – extensive set of pre-bill reporting and transaction selection options; a variety of billing types and options including the ability to Advance Bill, Progress Bill with automatic markup of selected cost items, Progress Bill with no cost items and Contract/Retainer bill. Invoicing allows production of draft invoices before committing to final invoices. Posting of invoices produces Accounts Receivable and General Ledger transactions automatically. Even mistakes noticed after Invoice Posting can be corrected with the Credit and Reverse functions.
- Trafficking – Unlimited number of phases/steps; assignment of employees to jobs allows schedules and due dates by employee to be produced.

Classified/Media

- Order Entry – extensive set of support files facilitate as automated an entry process as possible (including a Publication Rate Table, Reason Codes, Layout Type codes etc.); date calculation allows the program to parse ranges of dates and expand these to individual line items; Client/Media Contract feature provide override rates where applicable; copy order feature and create Pickup Order feature are available.
- Billing – a wide range of user defined production and miscellaneous costing and billing can be used; user defined minimum order size, minimum commission or similar restrictions can be defined and used automatically; a split bill allows one order to be split among several clients sharing costs; divisions within one company with different characteristics including billing address, contacts and rate restrictions can be defined and maintained separately; draft invoices can be printed and reviewed prior to final print; batch selection and printing by division and by schedule/campaign are included.
- Media Payables - posting of invoices automatically produces media payable records which can later be semi-automatically reconciled to vendor invoices to produce AP vouchers – reconciliation is on screen and a “check-off” type function that also allow the operator to create and document overage; an aged Media Payable reports allow the management of the as yet unvouchered costs.
- For agencies with large payables volumes with one or more publications, a completely automatic reconciliation feature is available that will automatically create vouchers for all insert lines/dates whose media pay amount falls within a user defined limit (typically several cents). Only over limit amounts are rejected and will have to be reconciled by a person. This method typically cuts out over 90 percent of the reconciliation process and reduces what can be a one to two week process to several hours.

Client Profitability and Cost Accounting

- Both the Classified/Media and the Production/Job Cost systems feed the Client Profitability reporting system
- Direct and indirect (overhead and administrative) costs are separately taken into account. Direct labor costs (salaries plus benefits) are matched to each client based on the cost of the time spent on that client by each employee. Indirect labor costs (such as administrative and accounting staff) and actual overhead expenses which are automatically retrieved from the General Ledger system are allocated among all the clients based on the direct labor hours spent. (Most packages use an 'overhead cost factor' which does not provide a real analysis of your business.)
- Allocation methods include – actual employee cost per hour, actual department cost per hour, factored cost per hour per employee, percent of hours spent per client.
- Report types – Pricing of Services (i.e. Retainers, Fees), Client by Client Profit or Loss, Operating Efficiency, Resource Utilization (of Employees)

COST OF THE SOFTWARE:

Based on the number of seats. Full system prices range from 14K to 60K.

SYSTEMS:

Windows (all flavors), Novell and NT networks. UNIX & MAC compatibility in 6 months.

AGENCY BILLING SIZE FOR WHICH THE SYSTEM IS DESIGNED:

Smaller agencies (five to ten users) and in house departments can use this system or consider the hosted (ASP) environment, which could be used successfully by even a single user. We have clients running between one hundred and two hundred seats as well.