AXAD

ANEGIS CONSULTING

Media and Advertising management system

Build on: Microsoft | Dynamics 365

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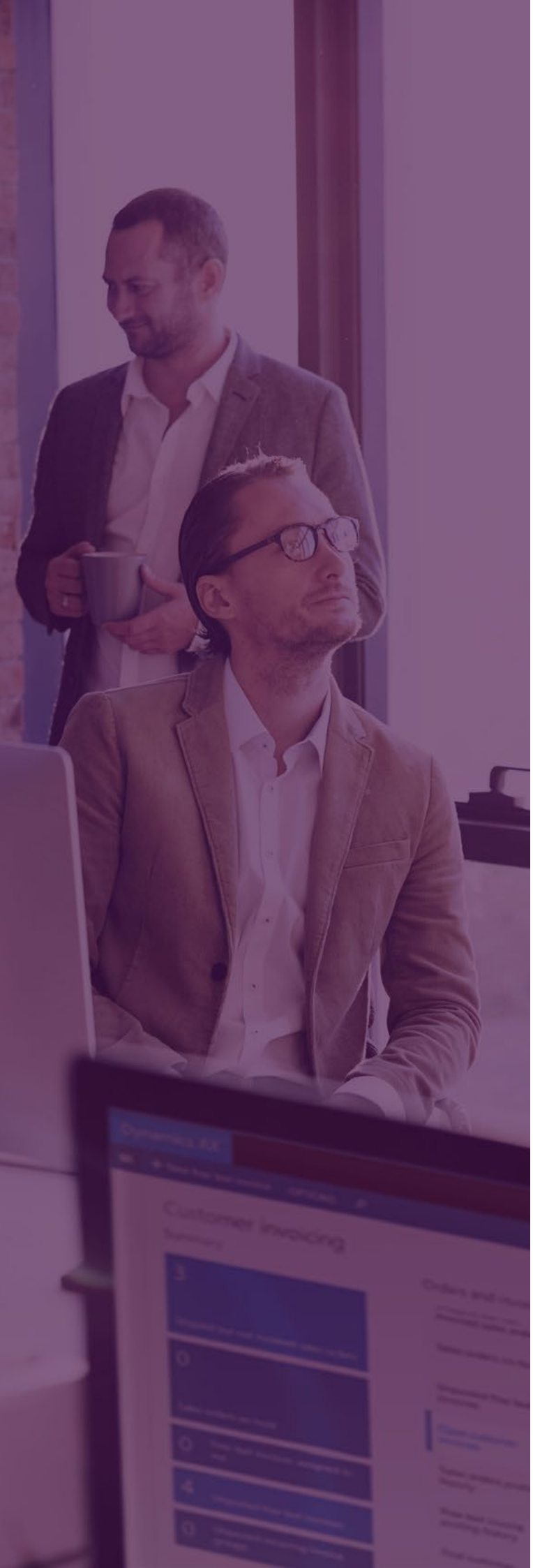


About AXAD

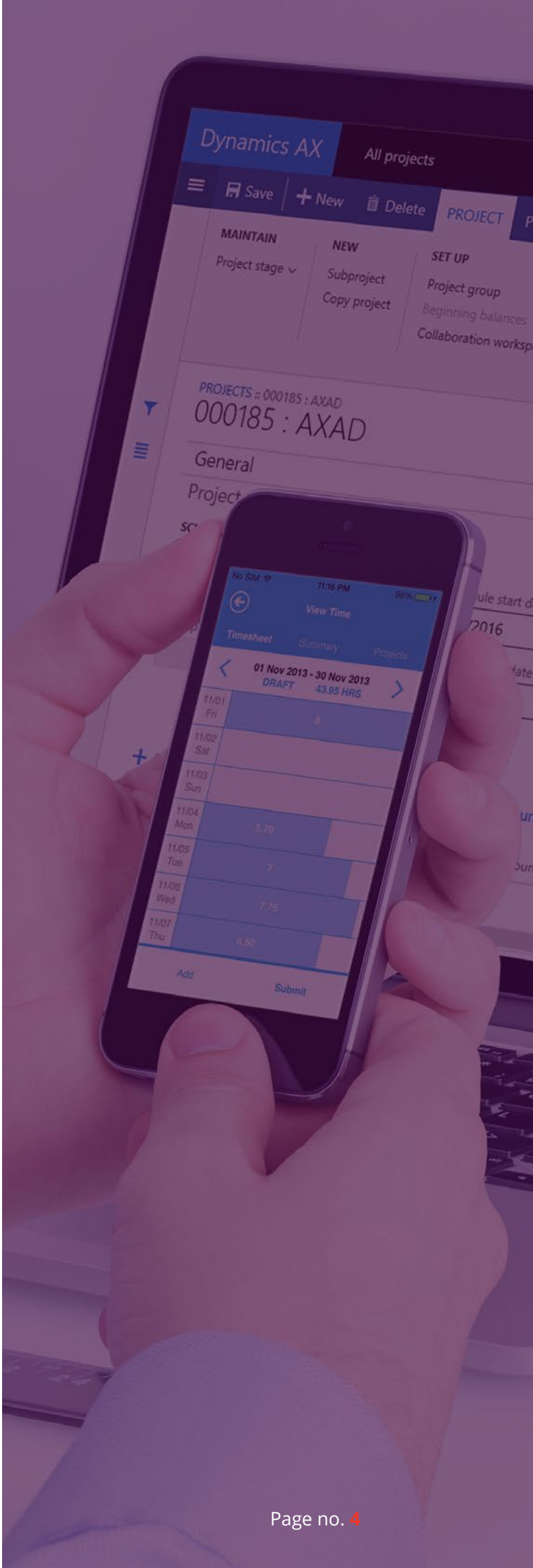
AXAD advertising and media management system is the first choice for advertising companies seeking to invest in a new business management solution.

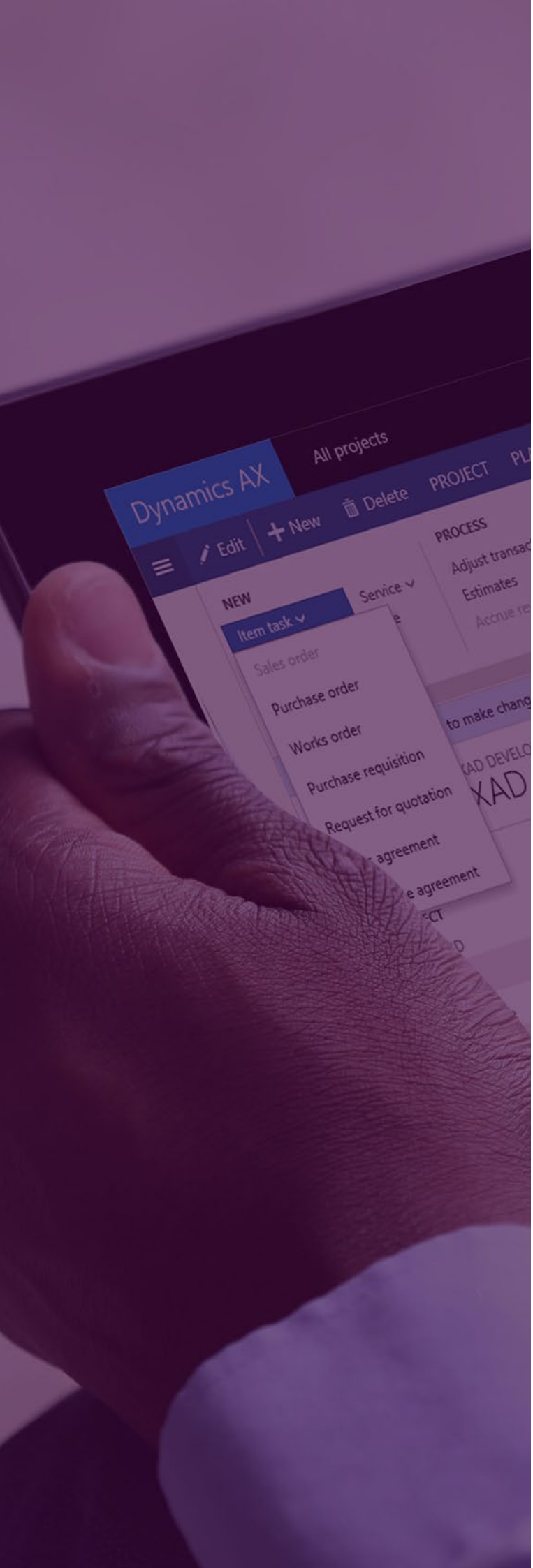
Running your enterprise on the **Microsoft Dynamics 365 for Operations ERP platform**, the AXAD media and advertising system offers a comprehensive solution covering all functions of the agency workflow, from sales and CRM to billing and campaign delivery.

Replace your legacy systems

AXAD places all your business processes on one platform. Cut out the costs of sub-optimally performing legacy and disparate systems.

With AXAD media and advertising software give your advertising business the only fully integrated technology solution to streamline and manage a better and faster service for your clients. **Benefit from the R&D investments made by Microsoft** on its intuitive and agile enterprise resource planning (ERP) product Dynamics 365 for Operations. Deliver value faster, take advantage of business opportunities, and drive user involvement and innovation across your organization.





Agility and interoperability

The AXAD media and advertising system allows you to plan, see, and change your business with agility. Our global solution grows easily with your business and gives people instant, role-based insight and increased productivity.

Pervasive interoperability — the interaction of ERP systems, business and productivity applications, communications solutions, and the underlying technology platform — that **works on-premises or in the cloud.** Interoperability offers the ability of Dynamics 365 for Operations to work bi-directionally with Microsoft Word and Excel.

Media
and marketing expertise

ANEGIS Consulting are the largest dedicated Microsoft Dynamics 365 for Operations consultancy in Europe, based out of offices in the UK and Poland.

The founders of ANEGIS have worked together for over ten years, successfully completing many high-profile Microsoft Dynamics 365 for Operations projects. The AXAD advertising and media management system is a product of this unique combination of **experience and expertise in the advertising and media industries.**

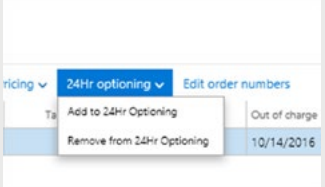
Advertising agency features

AXAD is a full-featured business accounting solution, with special features engineered for the advertising sector.

- Campaign based accounting
- WIP based cost and billing management system
- Support for multi-level campaigns
- Support for split-funded campaigns
- Media buying, posting confirmation and billing
- Production commissioning
- Print materials ordering, warehousing and delivery
- Integrated production management
- Purchase order based cost management
- Three-way matching for order value, service receipt and purchase invoicing
- Supplier self-billing
- Automated client billing proposals and final bills
- Billing delivery through email or EDI

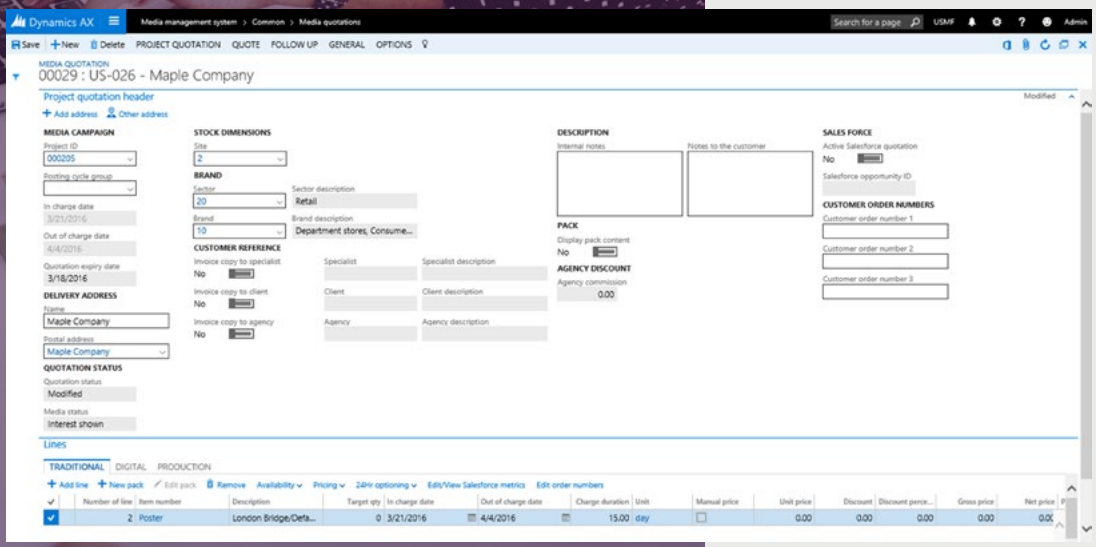
Advertising agency features (cont'd)

Optioning and pre-empting

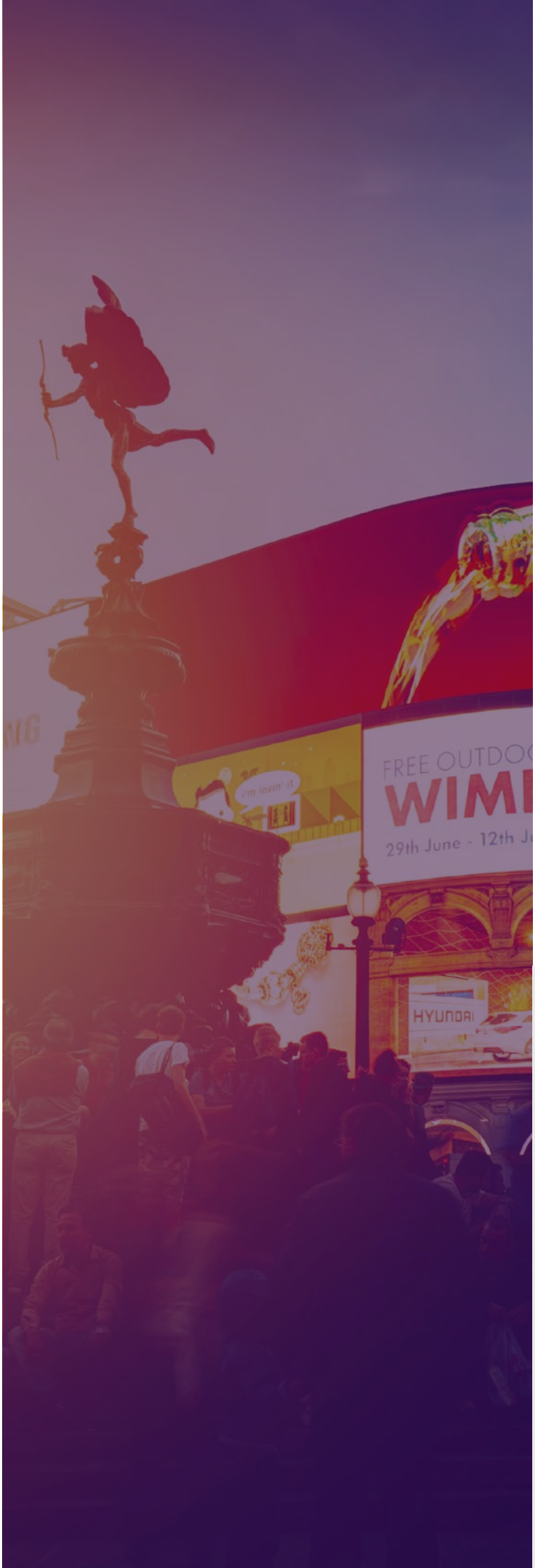


Optioned inventory can be automatically pre-empted when required.

Campaign quotation view 1



Media campaign orders can be created for any combination of traditional and digital media and production costs. Production items and costs can be auto-generated by a rules-based engine, protecting revenue and margins.



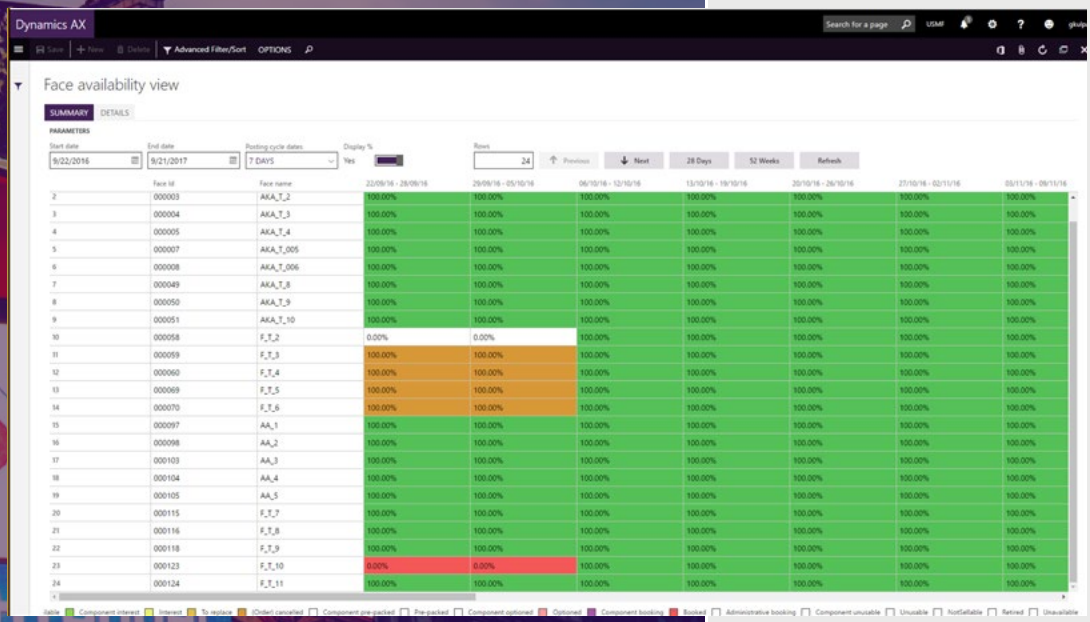
Media management features

Dynamics 365 for Operations's standard project management modules have been extended to fully support campaign based media, creative and production sales order processing with GAAP compliant WIP accounting.

- Time-based inventory availability
- Client, specialist and agency sales attribution tracking
- Copy and artwork standards management and approvals
- Online submission of client or supplier artwork
- Artwork scheduling to digital media
- Customer self-service portals
- Programmatic media selling and delivery
- End-to-end digital campaign management
- including player software

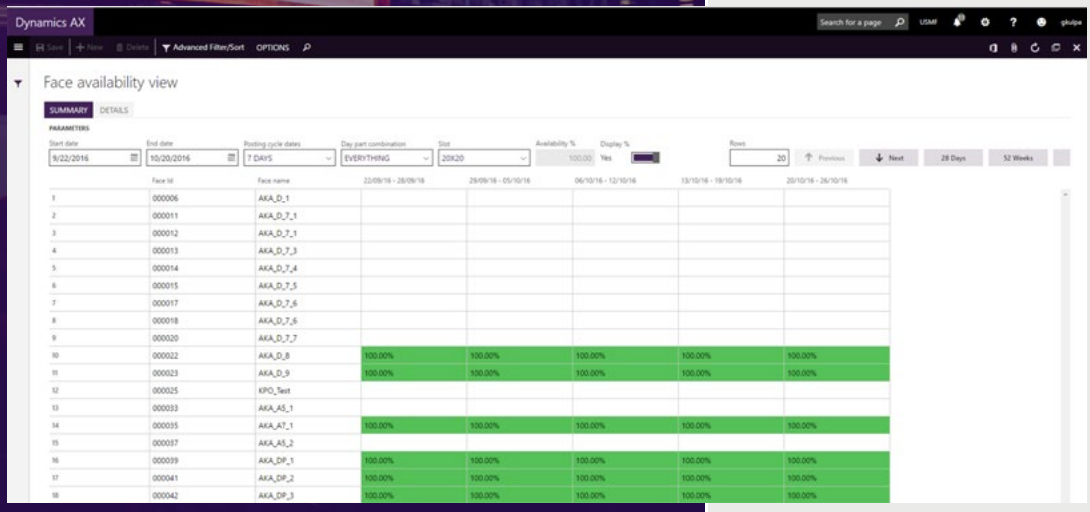
Selected media management features (cont'd)

Media availability view 1



Managed media such as TV and radio slots, traditional posters and digital displays are maintained as time based inventory with full availability monitoring and utilisation reporting. Sales orders are instantly checked for availability and can be optioned and approved in real-time.

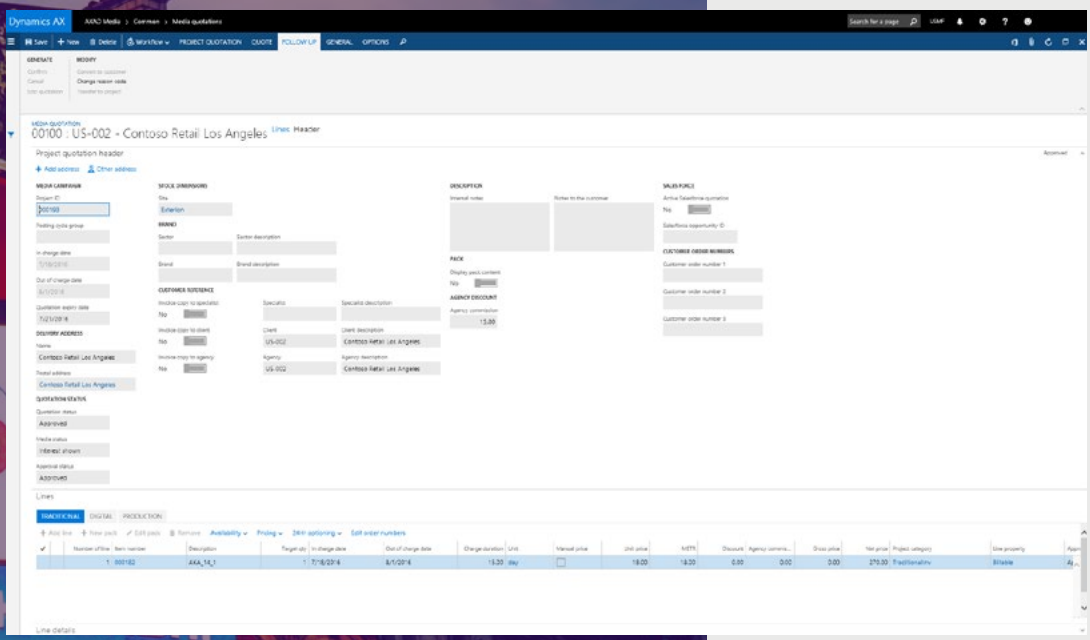
Media availability view 2



Digital inventory availability is measured in percentages and can be sold and scheduled in any required slot length.

Selected media management features (cont'd)

Campaign quotation view 1



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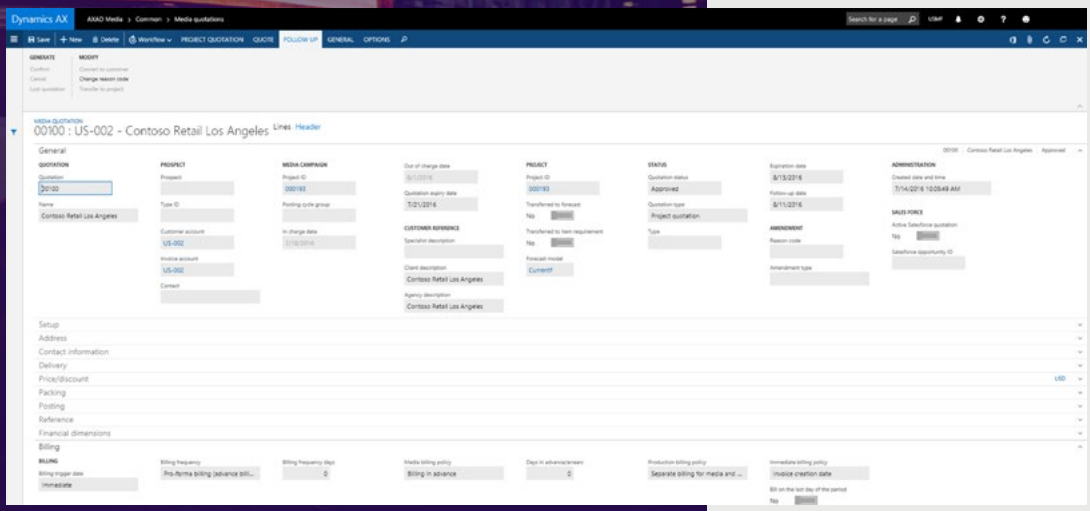
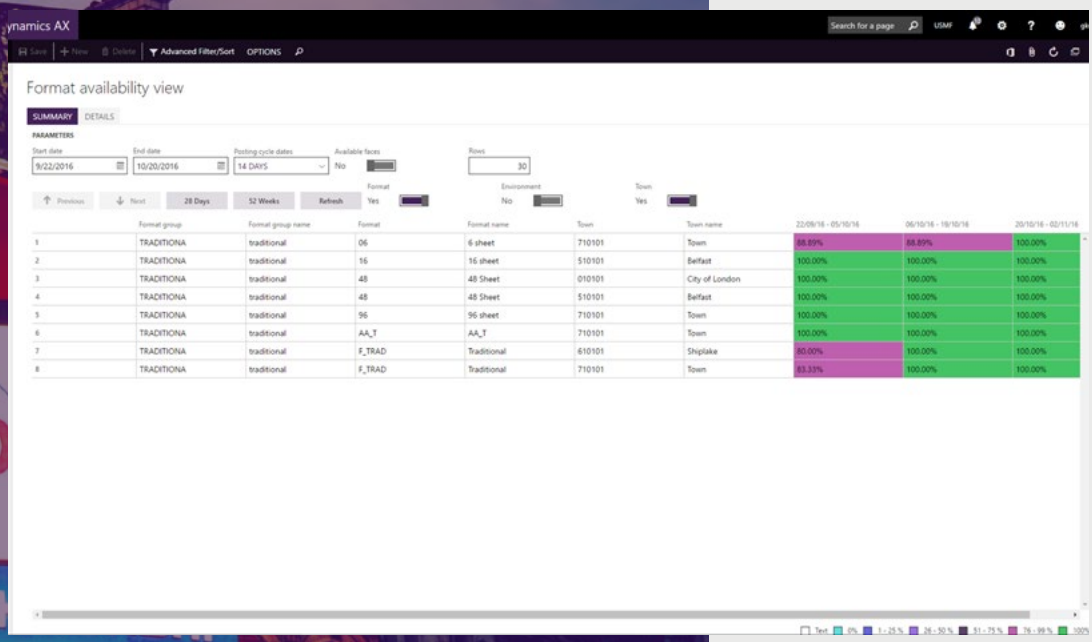
Campaign quotation view 2



Availability can be viewed in real-time as the order is entered. Audience, budget or attribute driven media packs can be built on the fly from available inventory.

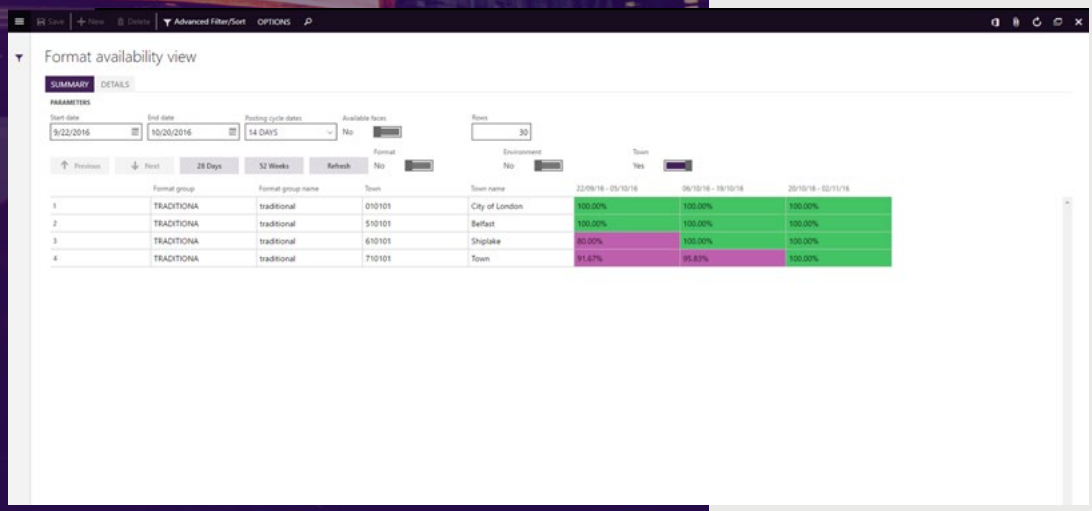
Selected media management features (cont'd)

Format level availability view



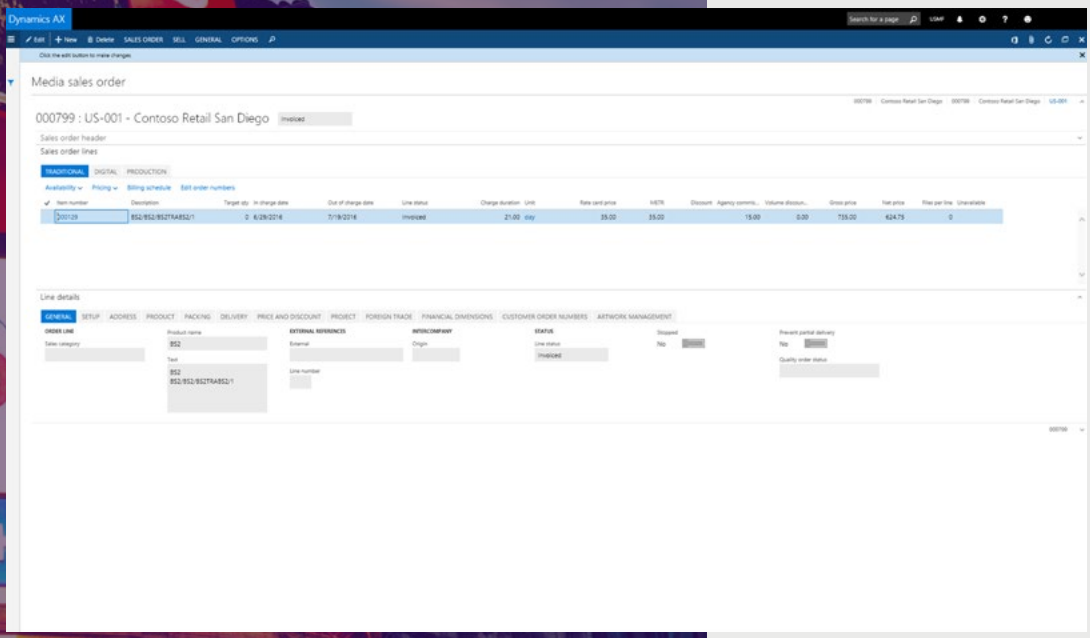
Availability can be viewed in summary form for formats, physical location types and geographic locations

Environment level availability view



Selected media management features (cont'd)

Integrated traditional, digital and production order processing and billing



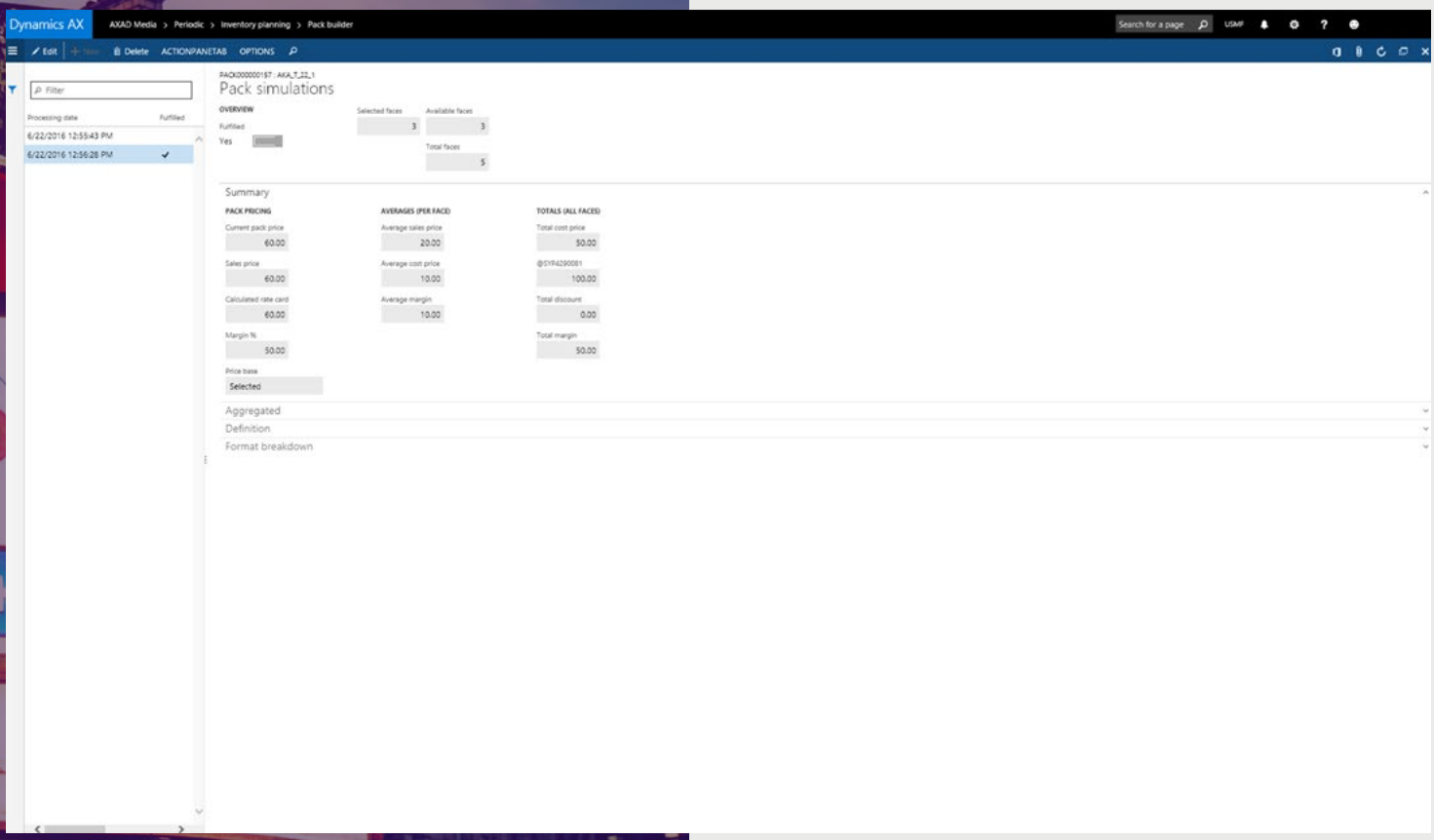
The client billing engine can operate in advance, in arrears, all at once, by period, by anniversary or by milestone. Digital pricing is per minute or by defined packs and day parts.

Manual or automated allocation of artwork to faces

The client instruction input screen allows raid allocation of designs to faces, rotation within day parts, programmed play-out and automated allocation or randomisation across the available estate. Artwork is subject to approval work-flows and technical compliance checks.

Selected media management features (cont'd)

Optimising pack builder



A powerful pack-building function searches inventory according to audience, budget, physical attribute, journey attribute, data tags and location requirements. It offers several statistical distribution models, randomised allocation of media and juxta-position handling.

Our client

Exterion Media is Europe's largest privately held out-of-home advertising business, serving advertisers in the United Kingdom, Ireland, France, Italy, the Netherlands, Spain and China.

ExterionMedia
Engaging Audiences

Their core business is engaging and delivering valuable audiences for advertisers through a variety of formats and environments including transport, billboards, street furniture and retail. They are also one of the leaders in digital out-of-home advertising. Exterion Media is owned by Platinum Equity, a leading private equity firm specialising in mergers, acquisitions and operations.

Schedule live demo

Call our sales team
on 03333 445400

or drop us a message
on info@anegis.com

ANEGIS
CONSULTING

Developed by:
ANEGIS Consulting UK Ltd
Bedford i-Lab
Stannard Way
Bedford
MK44 3RZ

Company website:
https://ax-dynamics.com

AXAD System website:
http://axadsystem.com