



Media and Advertising management system

Build on:  Microsoft | Dynamics 365

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About AXAD

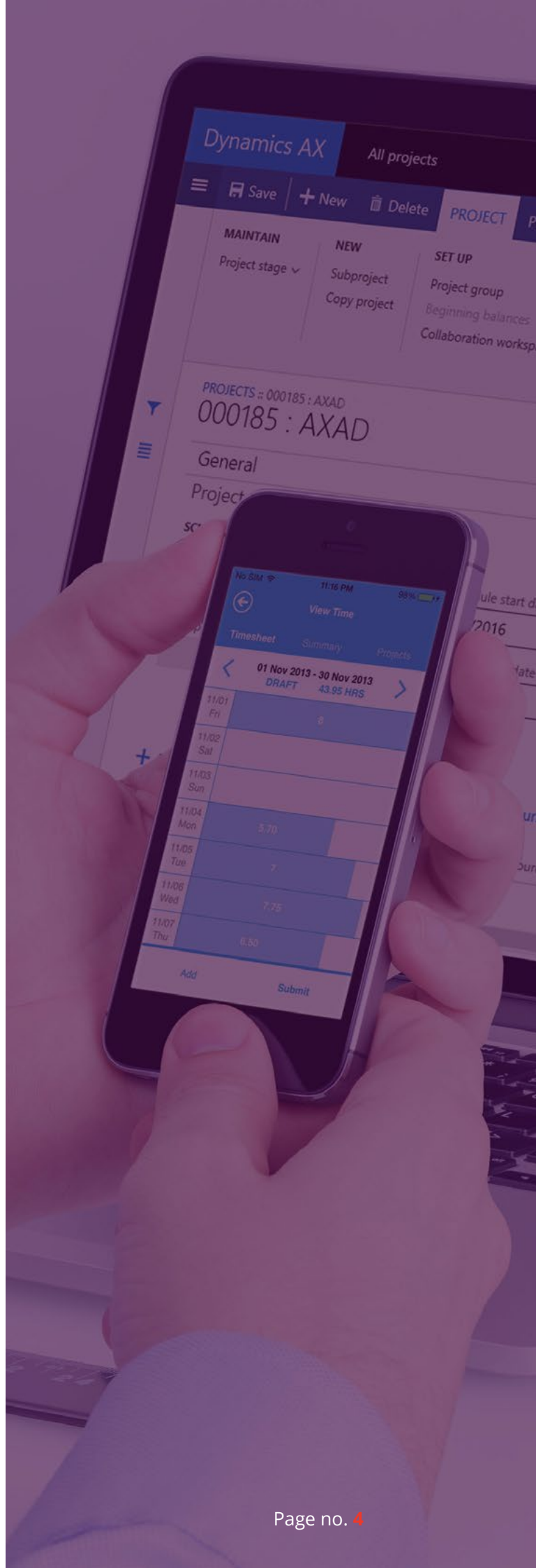
AXAD advertising and media management system is the first choice for advertising companies seeking to invest in a new business management solution.

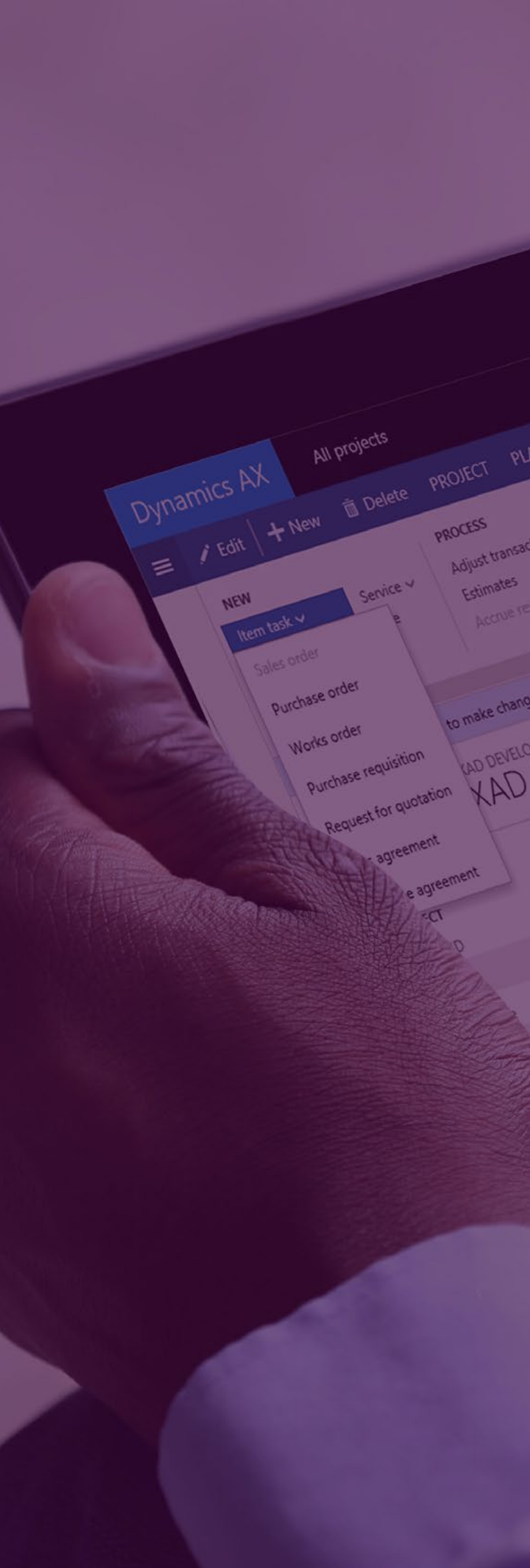
Running your enterprise on the **Microsoft Dynamics 365 for Operations ERP platform**, the AXAD media and advertising system offers a comprehensive solution covering all functions of the agency workflow, from sales and CRM to billing and campaign delivery.

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.**



Microsoft Partner

Gold Cloud Platform

Silver Enterprise Resource Planning

Silver Midmarket Solution Provider



International Association of
Microsoft Channel Partners

PIPOL



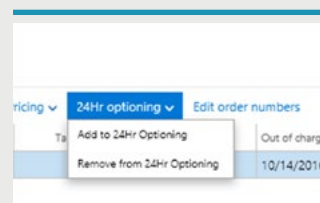
Advertising agency features

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)

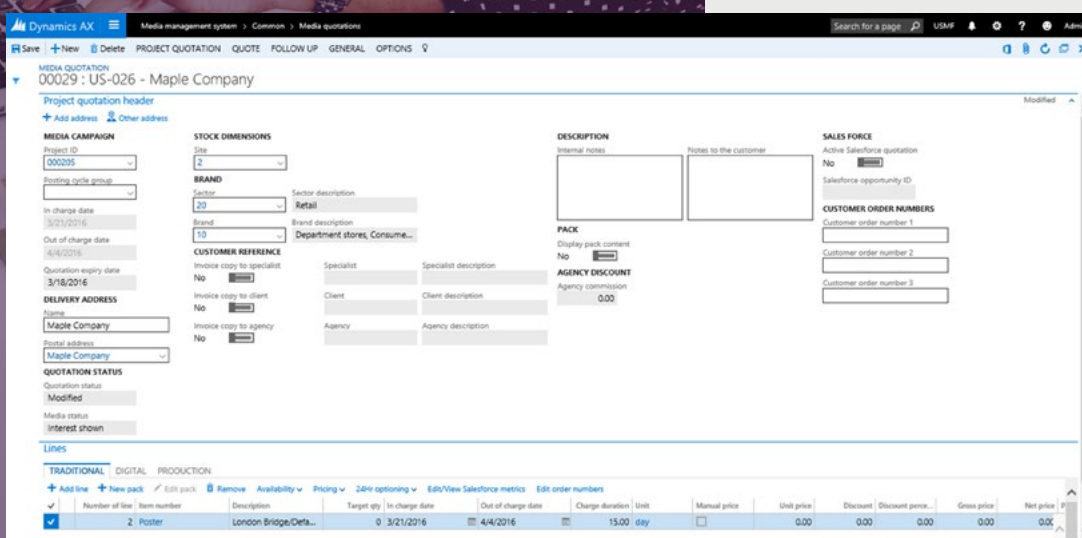
Optioning and pre-empting



The screenshot shows a Dynamics AX interface with a dropdown menu for '24Hr optioning'. The menu is open, showing two options: 'Add to 24Hr Optioning' and 'Remove from 24Hr Optioning'. The background shows a table with columns for 'Ta', 'Out of charge', and a date '10/14/2016'.

Optioned inventory can be automatically pre-empted when required.

Campaign quotation view 1



The screenshot shows the Dynamics AX Campaign Quotation view 1 for 'Maple Company'. The interface includes a header with 'Project ID: 00029: US-026 - Maple Company' and a 'Project quotation header' section. The main body is divided into several sections: 'MEDIA CAMPAIGN' with fields for Project ID, Brand, and Dates; 'STOCK DIMENSIONS' with fields for Size, Brand, and Sector; 'CUSTOMER REFERENCE' with fields for Specialist and Client; 'DESCRIPTION' with fields for Internal notes and Notes to the customer; 'PACK' with a checkbox for 'Display pack content'; 'AGENCY DISCOUNT' with a field for 'Agency commission'; 'SALES FORCE' with a checkbox for 'Active Salesforce quotation' and a field for 'Salesforce opportunity ID'; and 'CUSTOMER ORDER NUMBERS' with three input fields. The bottom section is titled 'Lines' and contains a table with columns: 'Number of line', 'Item number', 'Description', 'Target qty', 'In charge date', 'Out of charge date', 'Charge duration', 'Unit', 'Manual price', 'Unit price', 'Discount', 'Discount percent', 'Gross price', and 'Net price'. The table has one row with the following data: '2', 'Poster', 'London Bridge/Ceta...', '0', '3/21/2016', '4/4/2016', '15.00', 'day', '0.00', '0.00', '0.00', '0.00', '0.00'.

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.



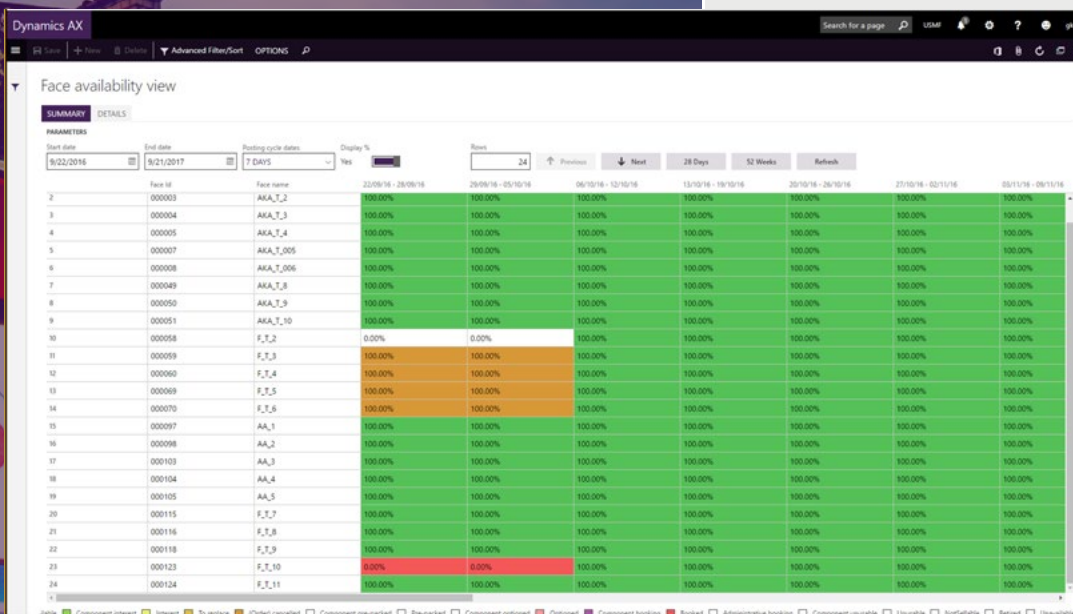
Media management features

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

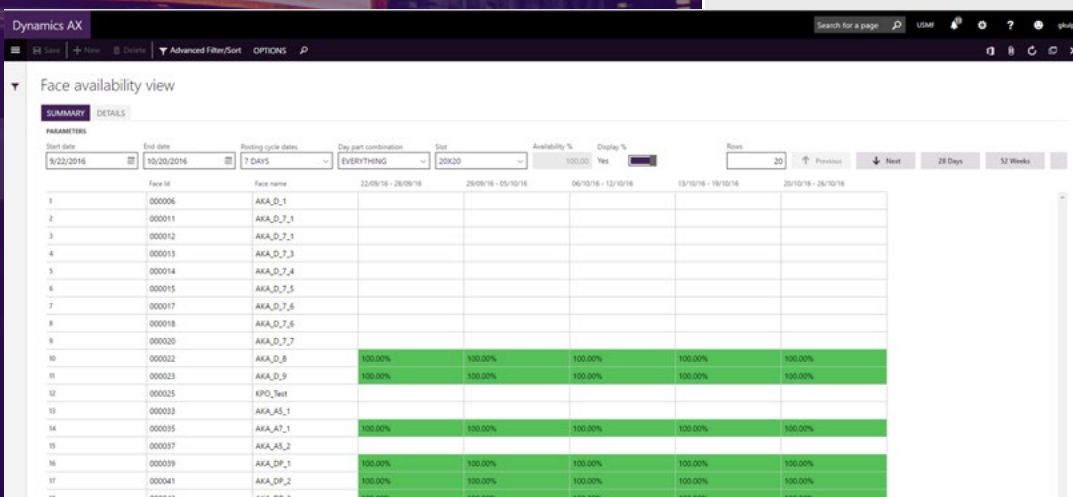


The screenshot shows the 'Face availability view' in Dynamics AX. The interface includes a 'SUMMARY' tab and a 'DETAILS' tab. The 'PARAMETERS' section shows 'Start date' as 9/22/2016, 'End date' as 9/21/2017, 'Rolling cycle dates' as 7 DAYS, and 'Display %' as Yes. The 'Rolls' section shows a count of 24. The main table displays availability data for various face IDs and names across different time periods. The table has columns for Face ID, Face name, and availability percentages for various time slots. The data is color-coded: green for 100.00% availability, orange for 0.00% availability, and red for 0.00% availability. The table includes a legend at the bottom for various status codes.

Face ID	Face name	22/09/16 - 28/09/16	29/09/16 - 05/10/16	06/10/16 - 12/10/16	13/10/16 - 19/10/16	20/10/16 - 26/10/16	27/10/16 - 02/11/16	03/11/16 - 09/11/16
2	AKA_T_2	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
3	AKA_T_3	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
4	AKA_T_4	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
5	AKA_T_005	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
6	AKA_T_006	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
7	AKA_T_8	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
8	AKA_T_9	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
9	AKA_T_10	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
10	F_T_2	0.00%	0.00%	100.00%	100.00%	100.00%	100.00%	100.00%
11	F_T_3	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
12	F_T_4	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
13	F_T_5	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
14	F_T_6	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
15	AA_1	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
16	AA_2	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
17	AA_3	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
18	AA_4	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
19	AA_5	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
20	F_T_7	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
21	F_T_8	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
22	F_T_9	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
23	F_T_10	0.00%	0.00%	100.00%	100.00%	100.00%	100.00%	100.00%
24	F_T_11	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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



The screenshot shows the 'Face availability view' in Dynamics AX. The interface includes a 'SUMMARY' tab and a 'DETAILS' tab. The 'PARAMETERS' section shows 'Start date' as 9/22/2016, 'End date' as 10/26/2016, 'Rolling cycle dates' as 7 DAYS, 'Day part combination' as EVERYTHING, and 'Display %' as Yes. The 'Rolls' section shows a count of 20. The main table displays availability data for various face IDs and names across different time periods. The table has columns for Face ID, Face name, and availability percentages for various time slots. The data is color-coded: green for 100.00% availability, orange for 100.00% availability, and red for 100.00% availability. The table includes a legend at the bottom for various status codes.

Face ID	Face name	22/09/16 - 28/09/16	29/09/16 - 05/10/16	06/10/16 - 12/10/16	13/10/16 - 19/10/16	20/10/16 - 26/10/16
1	AKA_D_1					
2	AKA_D_2_1					
3	AKA_D_2_1					
4	AKA_D_2_3					
5	AKA_D_2_4					
6	AKA_D_2_5					
7	AKA_D_2_6					
8	AKA_D_2_6					
9	AKA_D_2_7					
10	AKA_D_8	100.00%	100.00%	100.00%	100.00%	100.00%
11	AKA_D_9	100.00%	100.00%	100.00%	100.00%	100.00%
12	KPO_Test					
13	AKA_A5_1					
14	AKA_A5_1	100.00%	100.00%	100.00%	100.00%	100.00%
15	AKA_A5_2					
16	AKA_DP_1	100.00%	100.00%	100.00%	100.00%	100.00%
17	AKA_DP_2	100.00%	100.00%	100.00%	100.00%	100.00%
18	AKA_DP_3	100.00%	100.00%	100.00%	100.00%	100.00%

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

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.

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.

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Selected media management features (cont'd)

Integrated traditional, digital and production order processing and billing

The screenshot displays the Dynamics AX 'Media sales order' form. The top navigation bar includes 'Sales ORDER', 'SELL', 'GENERAL', and 'OPTIONS'. The main header shows '000799 : US-001 - Contoso Retail San Diego' with a status of 'Invoiced'. Below this, the 'Sales order lines' section is active, showing a table with columns for Item number, Description, Target qty, In charge date, Out of charge date, Line status, Charge duration, Unit, Rate card price, INET, Discount, Agency comm, Volume discount, Gross price, Net price, and Rate per line. A single line is visible with Item number 852, Description 852/852/852/852/1, Target qty 2, In charge date 8/28/2014, Out of charge date 7/19/2014, Line status Invoiced, Charge duration 21:00, Unit day, Rate card price 35.00, INET 35.00, Discount 15.00, Agency comm 0.00, Volume discount 735.00, Gross price 624.75, Net price 0, and Rate per line 0. The 'Line details' section is expanded, showing tabs for GENERAL, SETUP, ADDRESS, PRODUCT, PACKING, DELIVERY, PRICE AND DISCOUNT, PROJECT, FOREIGN TRADE, FINANCIAL DIMENSIONS, CUSTOMER ORDER NUMBERS, and ARTWORK MANAGEMENT. The GENERAL tab is selected, displaying fields for Product name (852), External references, Internal company, Status, Present partial delivery, and Quantity order status.

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 rapid 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

The screenshot displays the Dynamics AX Pack builder interface. The top navigation bar includes 'Dynamics AX', 'AXAD Media', 'Periodic', 'Inventory planning', and 'Pack builder'. The main title is 'Pack simulations' with the identifier 'PACK000001\$T - AKA_T32_1'. The 'OVERVIEW' section shows 'Selected faces' and 'Available faces' both at 3, with a 'Total faces' of 5. The 'Summary' section is divided into three columns: 'PACK PRICING', 'AVERAGES (PER FACE)', and 'TOTALS (ALL FACES)'. The 'PACK PRICING' column lists 'Current pack price' at 60.00, 'Sales price' at 60.00, 'Calculated rate card' at 60.00, and 'Margin %' at 50.00. The 'AVERAGES (PER FACE)' column lists 'Average sales price' at 20.00, 'Average cost price' at 10.00, and 'Average margin' at 10.00. The 'TOTALS (ALL FACES)' column lists 'Total cost price' at 90.00, 'Total discount' at 0.00, and 'Total margin' at 90.00. The 'Price base' is set to 'Selected'. The 'Aggregated' section includes 'Definition' and 'Format breakdown'.

Summary		
PACK PRICING	AVERAGES (PER FACE)	TOTALS (ALL FACES)
Current pack price	Average sales price	Total cost price
60.00	20.00	90.00
Sales price	Average cost price	@C19A290081
60.00	10.00	100.00
Calculated rate card	Average margin	Total discount
60.00	10.00	0.00
Margin %		Total margin
50.00		90.00

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.



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
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