



Leverage the only solution on the market today that works within Microsoft Dynamics to improve sales, marketing and customer service processes, accounting efficiency and billing functions specifically for the Media and Entertainment industry.



One comprehensive solution to meet new challenges in the Media and Entertainment industry around ad sales automation, advertiser/agency and campaign management, ad billing, revenue recognition and forecasting.

All powered by  Microsoft Dynamics

Contact Us Today

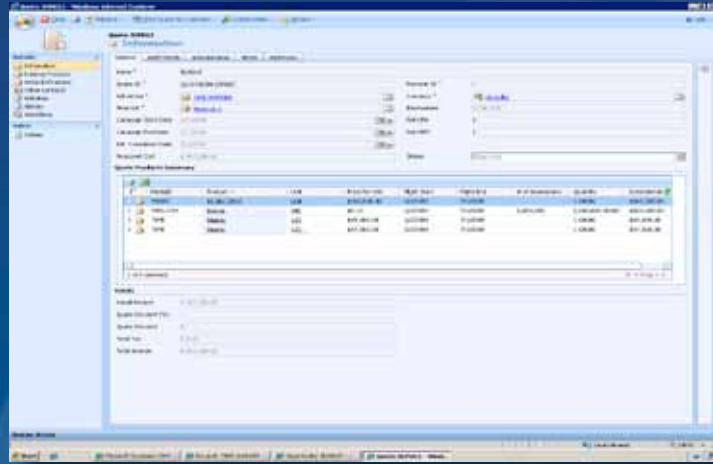
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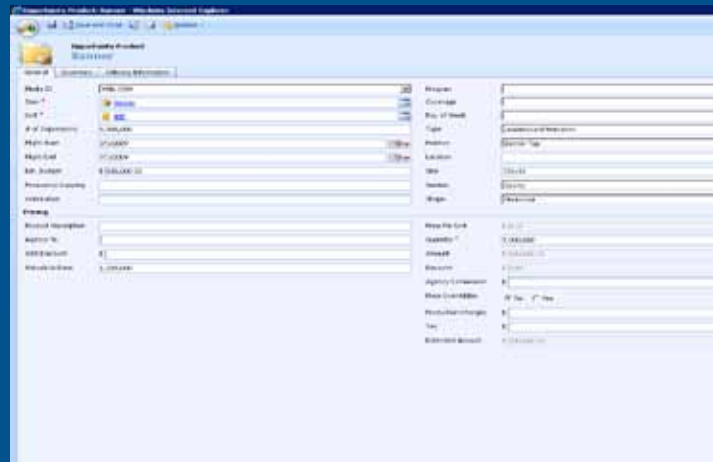
"One Click" Quote and Proposal Creation that combines all products and can be automatically entered for printing or emailing to the prospect while generating an order in a CRM or ERP system.



Advertiser/ Agency Management gives you a 360 degree view of all activities including campaigns and proposals.



Opportunity Management enables automatic pricing calculations based on a price list. Enter multiple products that roll up into one opportunity estimate that allows you to capitalize on cross selling. Modify delivery, distribution and forecasts in real time...all integrated to your ERP and ad traffic systems.



Publishers, broadcasters and other media companies operate in a highly competitive, volatile market that has seen significant changes in the past few years. Leading organizations have merged, consolidated, and modified their revenue streams and business models to adjust to ever changing customer preferences and challenges of the new economy. DynamicsADvantage for Microsoft Dynamics CRM and Microsoft Dynamics GP addresses these new complexities and challenges by providing a comprehensive, integrated solution from ad sales management to billing and revenue recognition.



DynamicsADvantage for CRM is a fully integrated ad sales management system for broadcasters, publishers and advertisers that offers all the benefits of Microsoft Dynamics CRM as well as capabilities to enhance the sales, marketing and customer service processes of companies in the media and entertainment industry. By leveraging the Microsoft stack, Microsoft Office, Microsoft Dynamics ERP, Exchange (Outlook) and integration tools, DynamicsADvantage for CRM provides a consolidated solution that supports a multi-level account hierarchy structure to maintain and manage advertiser/agency relationships and create opportunities and proposals which can be converted into contracts and integrated into an ERP and ad traffic system.

DynamicsADvantage for CRM contains custom capabilities with screens for the media and entertainment industry such as Ad Sales-Campaign, Ad Sales CRM-Accounts, Ad Sales CRM-line details and Ad Sales CRM (bundles) to allow media companies to effectively manage complex business relationships and sales processes specific to the media industry.

Key Features

- Sales automation (with Outlook integration)
- Opportunity management and forecasting
- Advertiser/Agency relationship management
- Split commissions calculations
- Opportunity to proposal and order creation
- Integration to DynamicsADvantage for GP



DynamicsADvantage works within Microsoft Dynamics GP to address these new challenges by eliminating the need for different, disparate systems; one for each different revenue stream. DynamicsADvantage for GP streamlines the management of advertising and subscription billing, reconciliation, revenue forecasting and revenue recognition processes for digital, broadcast, print and online media. For customers, the benefits of an integrated Microsoft based solution include: less overhead for maintenance, support and training, fast user adoption and satisfaction, and higher returns on investment in technology, business processes and human capital.

WHY DynamicsADvantage?

- Accommodate one-stop billing: Bundle your subscription, display ad and online campaigns into one contract and invoice.
- Leverage the only solution on the market that works within Microsoft Dynamics GP to provide proven accounting efficiency and billing functions written specifically for the media and entertainment industry.
 - Enable users to access holistic billing, revenue forecasting and receivable management information from one source.
 - Provide user-friendly web services that enable and empower your infrastructure support team with any CRM, traffic and production systems.



Key Benefits

- Advertiser and agency relationship in A/R
- Revenue forecasting and consolidated billing
- Digital media order to billing management with integration to traffic system
- Ad billing and brand management
- Complete contract management from proposal to insertion order to charge management
- Flexible, configurable pricing via rate cards
- Comprehensive billing:
 - > Flexible billing schedule
 - > Pre billing reporting
 - > Ad hoc billing
 - > Pre-payment, ProForma invoicing
- Comprehensive revenue recognition:
 - > Flexible revenue schedule
 - > Revenue forecasting
 - > Deferred revenue