

Your Goals. Our Solutions.



Financial Reports



Budget



Company Structure

**PRESS
ADVERTISING
MODULE**



الحل الأمثل والنظام الشامل لإدارة الأعمال
The Total solution system for your business

A photograph of three business professionals in a modern office setting. A man in a suit and tie is on the left, smiling and looking towards the center. Two women in business attire are in the center and right, both smiling and looking at a large, dark-colored folder held by the woman in the center. The background features a large window with a grid pattern, suggesting a contemporary office environment.

Your Goals. Our Solutions.



Press Advertising

Optimum Press Advertising Module is an integrated web-based system for structuring advertising spaces and pricing with a complete documentary cycle for the advertising process. System maintains the contracts with the customer of daily, monthly or annual basis along with the direct services and billing.

Optimum provides powerful Security and Workflow. Specific system and operational roles can be defined at user or user group levels. A powerful document workflow ensures the smooth flow of documents within the organization. Any number of approval levels can be defined according to the nature of the document.



Core Components:

1. Structuring of Advertising Spaces.
2. Booking & Contract Management.
3. Customer Services Management.
4. Billing & Contract Management.
5. Receipts Management.
6. Collection Management.
7. Inquiries & Reports.



Company Structure



Budget



Advertisement Space Structure

Optimum Press Advertising Module provides the functionality to create structure for advertising spaces in the printed material with following features:

- √ Setup of publications.
- √ Printing type.
- √ Copyright periods.
- √ Advertising spaces.
- √ Advertising colors.
- √ Advertising pages.
- √ Inquiries & reports electronically.
- √ Send alerts electronically via e-mail.



Press Advertising



Advertisement Space
Structure



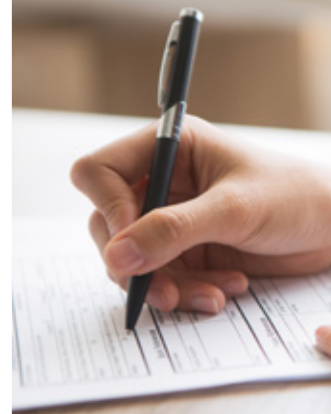
Booking & Contract Management

Optimum Press Advertising Module provides the functionality to book advertising spaces in the printed material with following features:

- √ Book spaces electronically.
- √ Issue contracts electronically.
- √ Receipt of the amounts paid electronically.
- √ Changing the time of publishing electronically.
- √ Customers setup:
 - Cash.
 - Account.
- √ Advertisement booking.
- √ Inquiries & reports electronically.
- √ Send alerts electronically via e-mail.



Press Advertising



Booking & Contract Management



Customer Services Management

Optimum Press Advertising Module includes full-fledged functionality of customer services management with the following features:

√ Customer Setup:

- Basic data for the customer.
- Individual customer contacts.
- Define customer credit limit.
- Date of issuance of statements.

√ Create a service request electronically through:

- System.
- Mobile Application.

√ Create a maintenance request electronically through:

- System.
- Mobile Application.

√ Create inquiries request electronically through:

- System.
- Mobile Application.

√ Print account statements electronically.



Press Advertising



Customer Services Management



Billing Management

Optimum Press Advertising Module provides full-fledged functionality of customer billing management with the following features:

- √ Online electronic billing according to the contract.
- √ Direct billing.
- √ Cancellation of bills issued.
- √ Print bills electronically.
- √ Inquiries about bills electronically.
- √ Send bills and alerts electronically via email.



Press Advertising



Billing Management



Receipts Management

Optimum Press Advertising Module provides full-fledged functionality of receipts (cash invoicing) with the following features:

- √ Issuing receipts.
- √ Cancellation of receipts.
- √ Inquire about receipts and follow-up collection.
- √ Print receipts.
- √ Send receipts, alerts & follow-up notifications electronically via e-mail.



Press Advertising



Receipts Management



Collection Management

Collections can be followed up with ease using **Optimum Press Advertising Module** with following features:

- ✓ Scheduling collection electronically.
- ✓ Follow-up collection electronically.
- ✓ Print collection letters electronically.
- ✓ Inquire about collection electronically
- ✓ Send alerts electronically via e-mail.



Press Advertising



Collection Management



Inquiries & Reports

A comprehensive reporting and inquiries module makes it easy to extract all types of reports in real-time electronically with following features:

- √ Contract reports & inquiries.
- √ Sales reports & inquiries.
- √ Collection reports & inquiries.
- √ Statistical reports.



Press Advertising

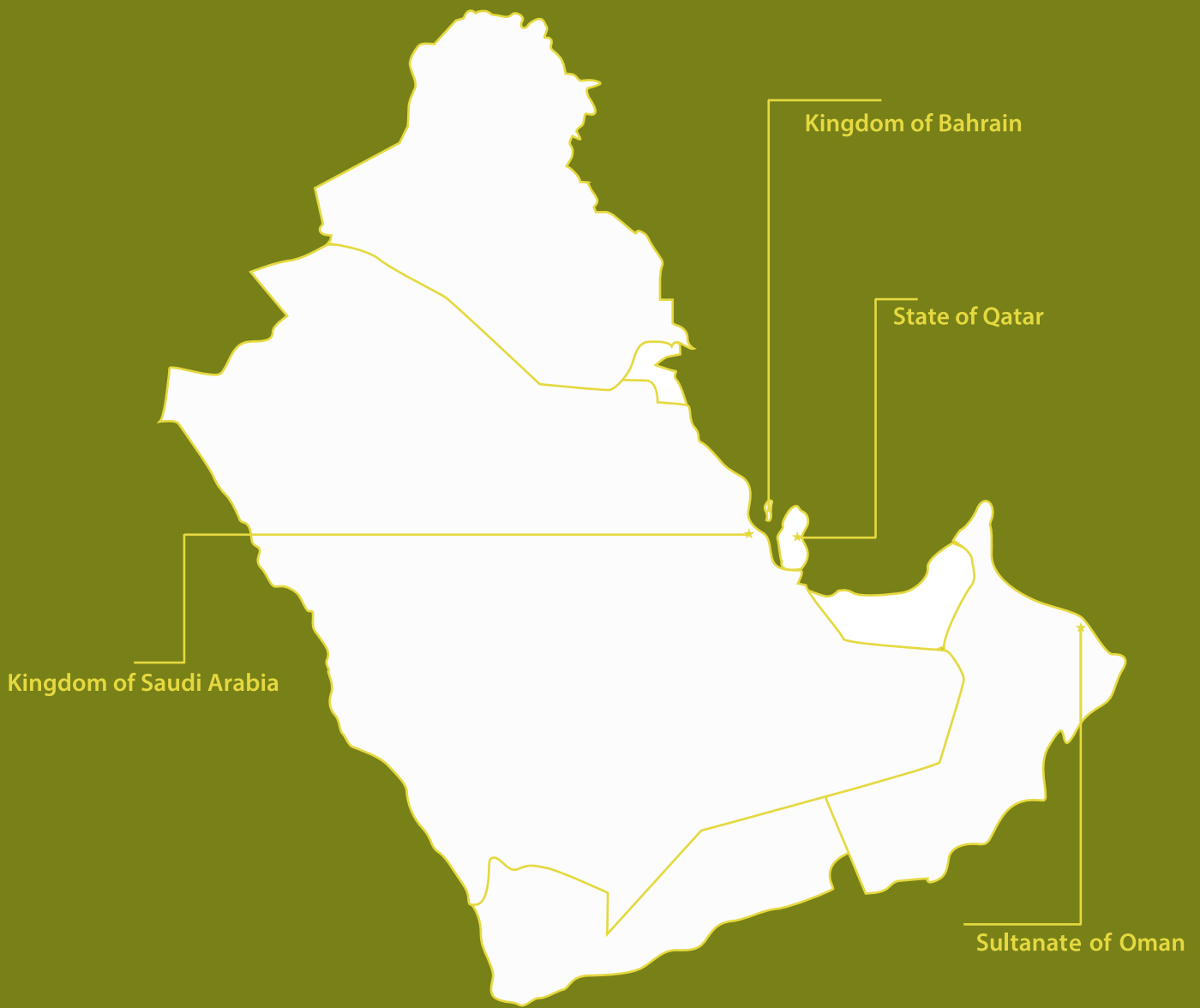


Inquiries & Reports



Al-Arithmal
GROUP

COMPANY PROFILE



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