"ADVERTISING WITH BUSINESS VIEW!"

e-Quotations

Press Distribution

PRESS ADVERTISING

THE TOTAL SOLUTION SYSTEM FOR YOUR BUSINESS

CONTENTS

PRESS ADVERTISING
"Advertising with Business View!"
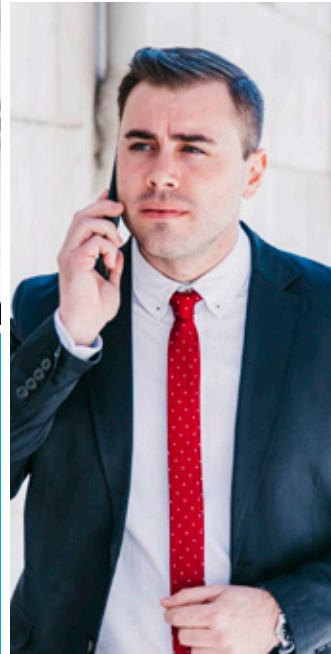
Advertising is the major source of income for any publication, and managing the advertising data is of crucial importance to any such business. **Optimum Press Advertising** is an integrated web-based system for structuring advertising spaces and pricing with a complete documentary cycle. The system maintains the contracts with the customer of daily, monthly or annual basis along with the direct services and billing. **Optimum** provides a powerful Security and Workflow. Specific system and operational roles that can be defined at user or group levels. A powerful document workflow ensures a smooth flow of documents within the organization, and any number of approval levels.

Why Optimum?

Product Specific:
- Customer Portal
- e-Quotations
- Customer Contracts
- Customer Ageing
- e-Payment
- User Friendly Interface

Product General:
- Business Intelligence Reporting
- In-Built Document Workflow
- Bi-Lingual Arabic/English
- Powerful Security Control
- Fully Integrated ERP

Technologies:
- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Press Advertising Functionalities:
- Structuring of Advertising Spaces
- Booking & Contracts Management
- Customer Services Management
- Invoice / Billing Management
- Cash Invoice Management
- Settlement & Collection Management
- Customer Portal

STRUCTURING OF ADVERTISING SPACES

Advertising spaces are the products that publications sell to its customers. **Optimum Press Advertising Module** provides the functionality to create structure for advertising spaces in the printed material. System provides user friendly interface which is very easy to learn and adapt to.

Total control is maintained as per the company policies to provide accurate MIS Reports.

Unique Features

Product Specific:
- Archiving
- Customer Record
- Set Your Own Layout
- User Friendly Interface
- Business Intelligence Reporting

Product General:
- Supports Document Attachment
- Posting Alerts (Emails, sms..etc)
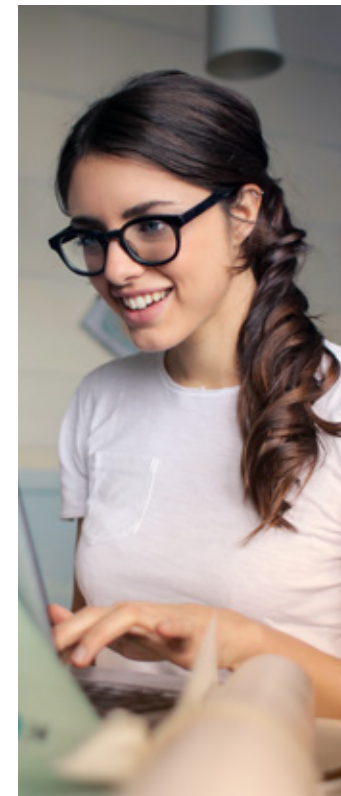- Bi-Lingual Arabic/English
- Powerful Security Control

Technologies:
- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Structuring of Advertising Spaces Functionalities:
- Setup of Publications
- Printing Type
- Copyright Periods
- Advertising Spaces and Pages
- Advertising Colors
- Inquiries, Reports and Electronic Alerts Via Email

BOOKING & CONTRACTS MANAGEMENT

Optimum Booking & Contracts Management provides a host of functionalities to manage all aspects of contracting industry. The system moves through each and every stage of the contracting process starting with the creation of the contract to its execution and completion.

Unique Features

Product Specific:
- *Financial Posting*
- *Customer Record*
- *Customer Ageing*
- *e-Payment*
- *User Friendly Interface*
- *Business Intelligence Reporting*

Product General:
- *Document Attachement*
- *In-Built Document Workflow*
- *Posting Alerts (Emails,SMS..)*
- *Powerful Security Control*

Optimum Booking & Contracts Management allows multiple types of contracts to be defined in system with different terms and conditions and payment cycle. It is easy to use and provides firm control over the contracting process.

Technologies:
- *Intranet / Internet base*
- *Accessible Through Any Browser*
- *ASP.NET & C# Development Tools*
- *Microsoft SQL Database*
- *Mobile Application*

Booking & Contracts Management Functionalities:
- Multi-type Contracts
- Payments Cycle
- Contracts Amortization
- Follow-up contracts
- Print contracts
- Inquiries and reports

CUSTOMER SERVICES MANAGEMENT

Optimum Customer Services Management includes full-fledged functionalities of customer services management that ensure prompt and efficient customer care and follow up.

Unique Features

Product Specific:
- *Customer Portal*
- *Online Ticketing*
- *Customer Communications*
- *User Friendly Interface*
- *Electronic Alerts*
- *Business Intelligence Reporting*

Product General:
- *Document Attachement*
- *In-Built Document Workflow*
- *Posting Alerts (Emails,SMS..)*
- *Powerful Security Control*

With **Customer Services Management**, gone are the days of frustrated customers and delayed actions. System lets you send alerts and notifications electronically via emails, SMS or push messages on mobile app.

Technologies:
- *Intranet / Internet base*
- *Accessible Through Any Browser*
- *ASP.NET & C# Development Tools*
- *Microsoft SQL Database*
- *Mobile Application*

Customer Services Management Functionalities:
- Customer Setup
- Create a service request electronically through
- Create a maintenance request electronically through
- Create inquiries request electronically through
- Print account statements electronically
- Inquiries about the account electronically
- Send alerts electronically via e-mail

INVOICE / BILLING MANAGEMENT

Optimum Invoice/Billing Management provides the functionality to raise all types of invoices electronically, namely, Against Delivery, General or Transactional. It has a built-in workflow process and a full limit-authorization control. **Invoice/Billing Management** also has functionality to record contracts with customers and raise invoices periodically as per the contract.

System can also apply formulae at contract level to calculate invoice amounts based on input. The accounting entries are also posted in real-time to the General Ledger.

Unique Features

Product Specific:
- Customer Portal with Dashboard
- e-Invoices
- Auto Invoice Sending
- User Friendly Interface
- Real-Time Accounting Entries

Product General:
- Document Attachement
- In-Built Document Workflow
- Posting Alerts (Emails,SMS..)
- Powerful Security Control

Technologies:
- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Invoice / Billing Management Functionalities:
- Raise Invoices Electronically
- Raise Invoice Against Delivery
- Add Invoices Manually
- Apply Formulae for Amount Calculation
- Cancel Invoices
- Transfer Invoice to Settlement
- Invoice Inquiries
- Print Invoices or Send Electronically Via Email

CASH INVOICE MANAGEMENT

Optimum Cash Invoice Management is the perfect solution for raising cash memo/invoice for any on counter sales including point of sale devices. It has a built-in workflow process and a full discount limit-authorization control. The system has a responsive interface enabling the use on type of computer device including tablet computers or mobile phones. It allows to prepare cash invoices against orders received or quotations sent. The accounting entries are also posted in real-time to the General Ledger.

Unique Features

Product Specific:
- Electronic Cash invoice/Memo
- User Level Discount Limits
- Customer Record
- User Friendly Interface
- Real-Time Accounting Entries

Product General:
- Document Attachement
- In-Built Document Workflow
- Posting Alerts (Emails,SMS..)
- Powerful Security Control

Technologies:
- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Cash Invoice Management Functionalities:
- Raise Cash Memo/Cash Invoice Electronically
- Raise Invoice Against Order/Quotations
- Add Cash Invoices Manually
- Schedule Delivery
- Inventory Inquiries
- Cash Invoice Inquiries
- Print Cash Invoices or Send Electronically Via Email

SETTLEMENT & COLLECTION MANAGEMENT

Optimum Settlement & Collection Management provides the functionality to raise settlements / receipts electronically against invoice, against advance received, against credit note, against services or general receipts. It has a built-in workflow process and a full limit-authorization control.

Unique Features

Product Specific:
- e-Settlements/Receipts
- Auto Settlements Sending
- Real-Time Accounting Entries
- User Friendly Interface
- Business Intelligence Reporting

Product General:
- Document Attachement
- In-Built Document Workflow
- Posting Alerts (Emails,SMS..)
- Powerful Security Control

Settlement & Collection also has functionality to issue settlements automatically against a payment received electronically through payment gateway or any other online transaction method. The accounting entries are also posted in real-time to the General Ledger.

Technologies:
- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Settlement & Collection Management Functionalities:
- Raise Receipts Electronically
- Raise Receipts/Settlements Against Invoices
- Raise Receipts/Settlements Against Advance Received
- Raise Manual Receipts
- Cancel Settlements
- Settlement Inquiries
- Print Settlements or Send Electronically Via Email

CUSTOMER PORTAL

Optimum Customer Portal provides the most user-friendly platform to the customers for online purchasing, customer services or online payments against services or purchases.

Optimum Customer Portal has a responsive interface enabling the use on type of computer device including tablet computers or mobile phones.

The backend is controlled by the powerful **Optimum** ERP and Content Management System provided full communication with the client.

Unique Features

Product Specific:
- Customer Services
- Payment Gateway
- Communicate with Customer
- User Friendly Interface
- Customer Dashboards

Product General:
- Supports Document Attachment
- In-Built Approval Workflow
- Posting Alerts (Emails,SMS.)
- Powerful Security Control

Technologies:
- Intranet / Internet based
- Accessible Through Any Browser
- ASP.NET & C# Development Tools
- Microsoft SQL Database
- Mobile Application

Customer Portal Functionalities:
- Customer Registration
- Customer Services
- Online e-Shop
- e-Payments
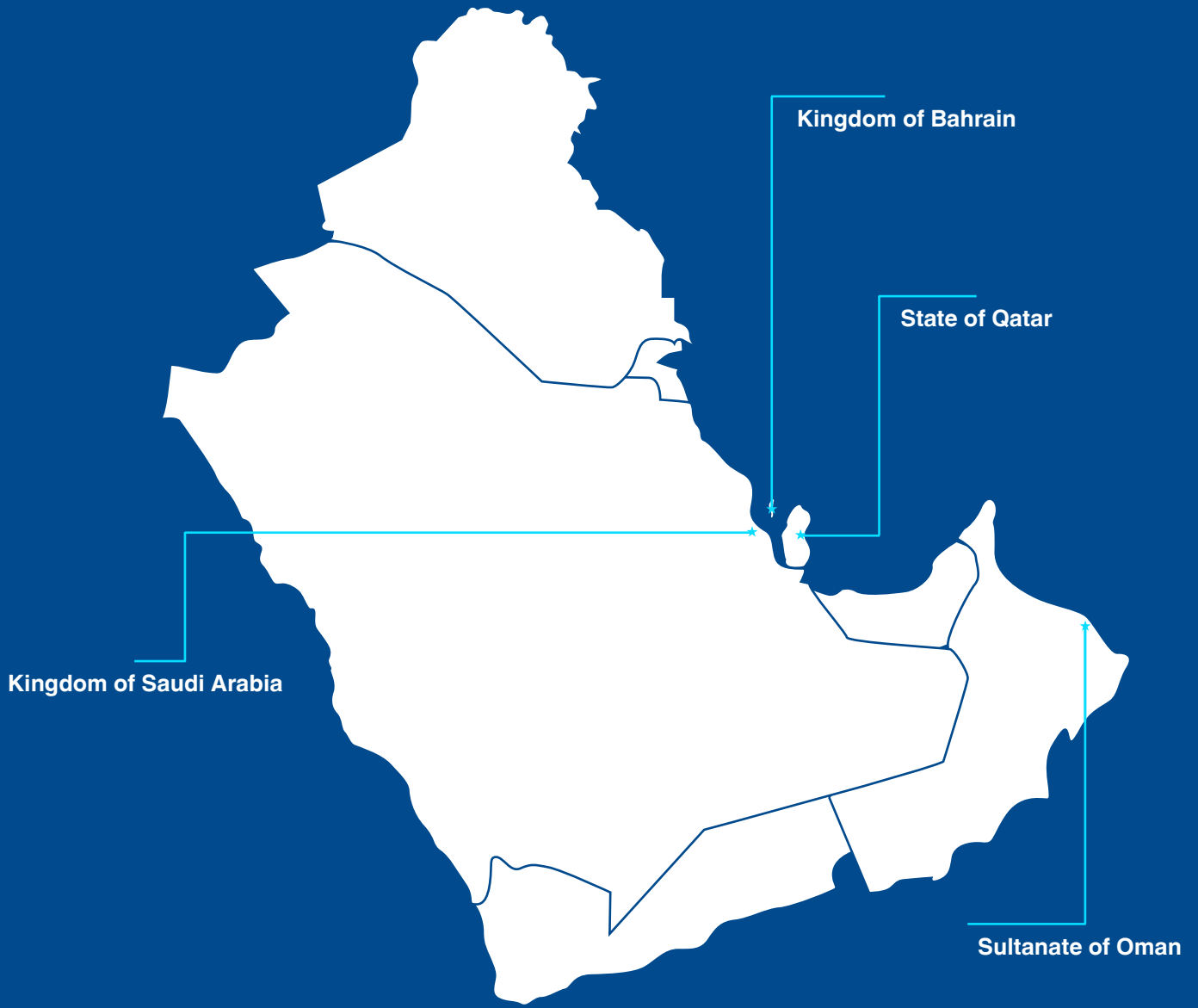- Track Deliveries
- Customer Communication
- Electronic Alerts

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State of Qatar

Kingdom of Saudi Arabia

Sultanate of Oman

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