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## Publishers now have a true **cloud-based advertising management system** that keeps everyone “on the same page” and focused on selling!

ad DEPOT is all about choice – it is an open, flexible, yet rock solid platform capable of supporting the business critical processes of a wide variety of publishers throughout the world. Available on site, web-hosted, or in the Microsoft Azure Cloud, you can choose to seamlessly integrate ad DEPOT with ‘best-of-breed’ CRM and financial applications such as Salesforce.com, Microsoft Dynamics, Sage, Oracle, Microsoft and Sun Systems.

### Take Charge of Sales and Marketing

ad DEPOT ensures everyone in the organization is on the same page – sales reps, account managers, production staff and financial managers all have immediate access to pertinent information. With the ability to sell and track print and web ads in a single system, online ad selling, packaged ad buys and multi-channel sales are a few of the possibilities ad DEPOT offers to help generate more ad revenue from previously untapped sources.

### Key Solution Benefits

- Bookings – complex multi-channel orders for web, print, insert, other
- Packages, Bundles and Contracts - flexible and easy to use
- Financial management – Invoices, prepayments, credits and disputes
- Opportunities and Quotes - control the sales lifecycle, pipeline to invoice
- Multi-level hierarchy control - brand, agency and client
- CRM integration - Microsoft Dynamics and Salesforce.com
- Reports – built in dashboard, reports and stationery
- Favorites – save often used features / functions
- Search – locate and retrieve data quickly and easily
- Traffic – manage the copy process
- De-duplication – prevent and eradicate duplicate records

The screenshot displays the ad DEPOT interface. At the top, there are navigation tabs: Bookings, Search, Edit Header, Edit Parties, Dashboard, Notes, User Forms, Tools, Attachments, Send Confirmation, Send Email, and View Email. The main content area is divided into several sections:

- Booking Information:** Booking ID: 211872, Booking Date: 08/10/2008, Booking Type: Invoice, Booking Ref: US Dollars, Confirmed By: On Method.
- Current Booking Parties:** A table with columns: Type, Company, Contact, Split. It lists Buyer (Dynamic Systems Ltd, Ann Balback), Agent (Dynamic Systems Ltd, Ann Balback), and Advertiser (Dynamic Systems Ltd, Ann Balback).
- Summary Table:** A table with columns: Booking Status, Salesperson, Payment Type, Schedule, Ad Type, Category, Customer Ref, Contract, Booked, and Adjusted. It shows a Net Total of 201.60, a Total Tax of 30.24, and a Grand Total of 231.84.
- Line Item Table:** A table with columns: Line, Date, Status, Advertiser, Advertiser, Rate, and Net. It lists several line items for 'SKL COL COTTAGE' with dates from 19/08/2010 to 09/09/2010, all with a status of 'Confirmed' and a rate of 36.00.