

software that excites.....

optima - LIFECYCLE

Managing the Edition Lifecycle



Layout Live

Unattended, builds the dummy as bookings arrive instantly delivering the evolving layout across the enterprise.

Edition Viewer

Dummy viewer delivering everything you need to know about the edition right to your browser, live. View past, present and future layouts with ad graphics & editorial previews.

Sales Viewer

World first technology that empowers your sales team to find the best fit to match their clients requirements across publications and editions months into the future.

Management Live

Tracks KPIs and leading indicators against the live edition growth. Provides pro-active control over the products development.

Quicklayout

Puts all the dummyming tools at your layout operator's finger tips allowing them to fine tune the edition.

Space Query

Identifies available space across all sites, publications and editions.

Space Reservation

Enables you to guarantee an Ads fixed position in front of the client and charge a premium. It can also provide locking, loading, wait listing and bidding for space.



software that excites...

Other business processes accessible through APIs



ADVANCED PUBLISHING SYSTEMS

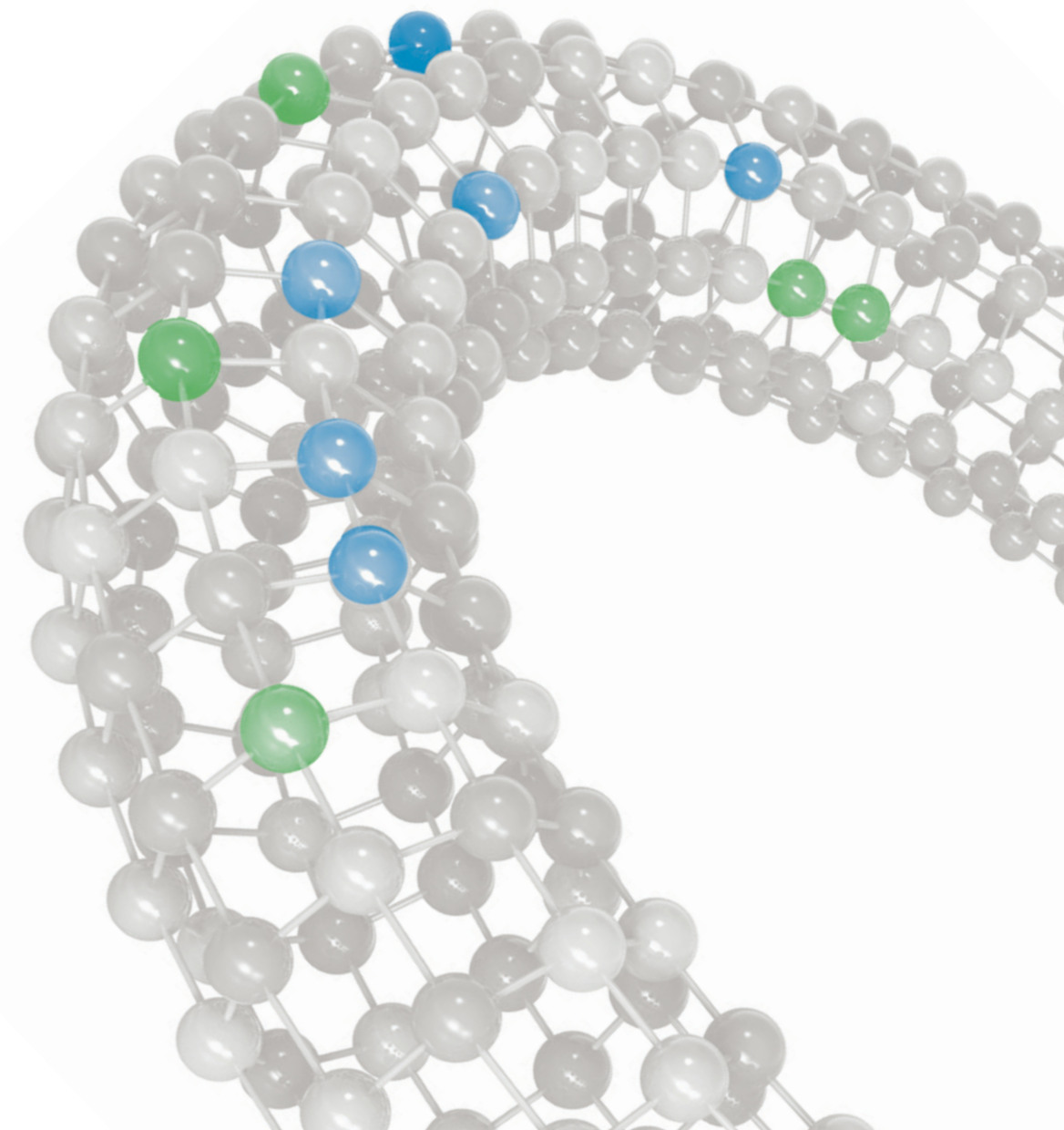
63 Lygon Street, Brunswick
Victoria 3056 Australia
f +61 3 9380 8722
p +61 3 9017 8111
info@advancedpublishing.com.au
www.advancedpublishing.com.au



ADVANCED PUBLISHING SYSTEMS

www.advancedpublishing.com.au
p +61 3 8317 0355

Live Edition Management



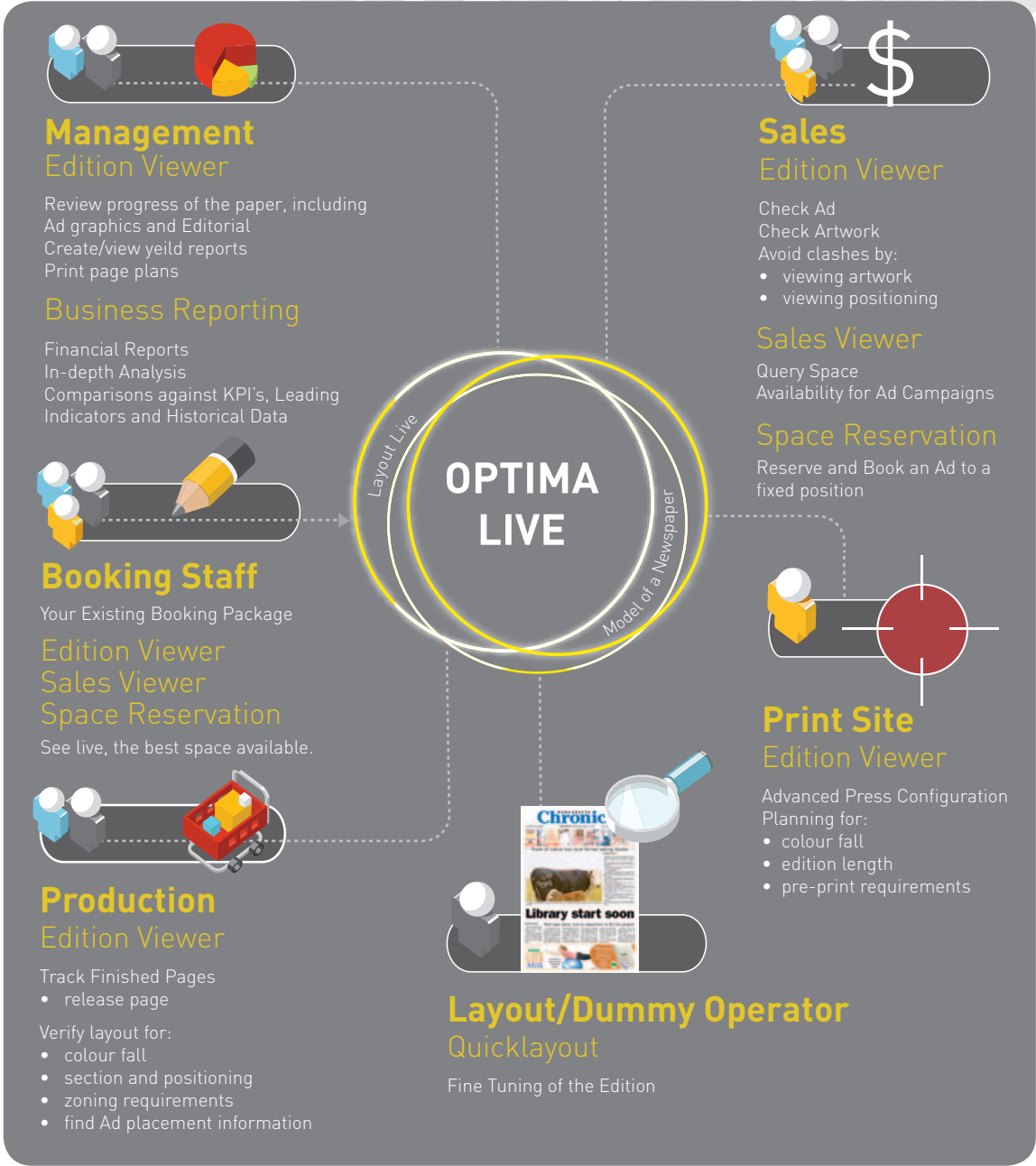


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Stop managing the Edition....
Start managing the Edition Lifecycle

optima - LIVE EDITION MANAGEMENT

Just think 'edition control on the web'



Ad is booked and it automatically appears in the layout via your browser

Edition workflow solutions and "as it happens" progress on each element of an edition with leading indicators to drive smarter management decisions.

optima - SALES VIEWER AND EDITION VIEWER

Optima Live Edition Management enhances your existing systems (ad booking, pagination, editorial etc.) and becomes the focal point for building your products more than 6 months ahead of publication (not just a few days).

