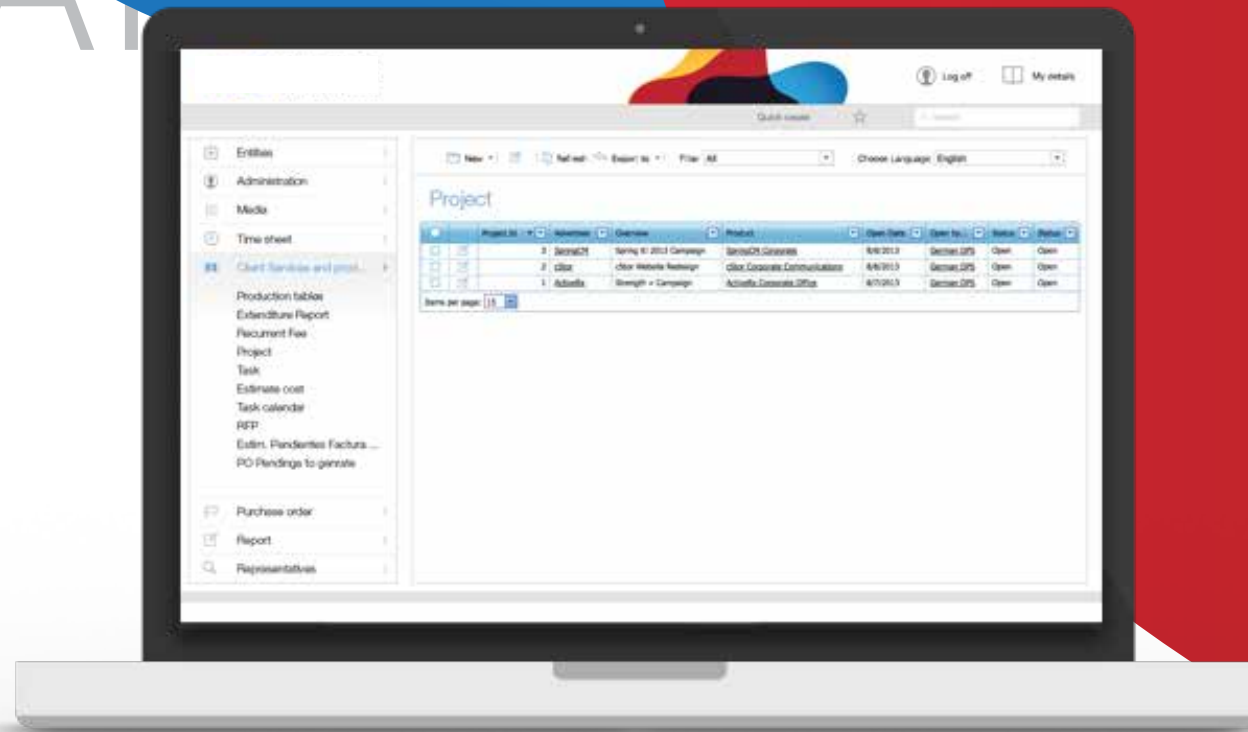


ADVERTISING
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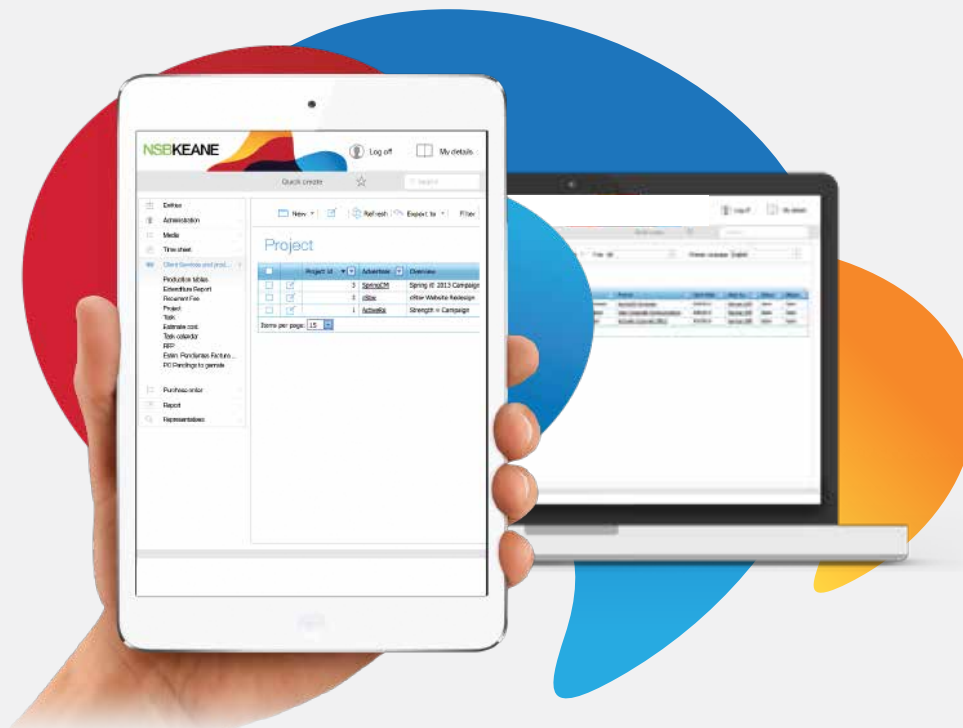
AGENCIES



For more than 25 years, we have specialized in providing consulting services and software implementation for the communications industry.

Our experience in this market -in various countries of Latin America- enables us to create solutions that result in greater operational efficiency and a qualitative leap in the quality of information available to our clients.

ADVERTYS -our comprehensive software for agencies- has been implemented in companies of all sizes, in various countries of Latin America and the United States, covering the entire operating cycle of the advertising business, from its internal operational management, management of ongoing projects, accounting and reporting systems needed for a more efficient administration.

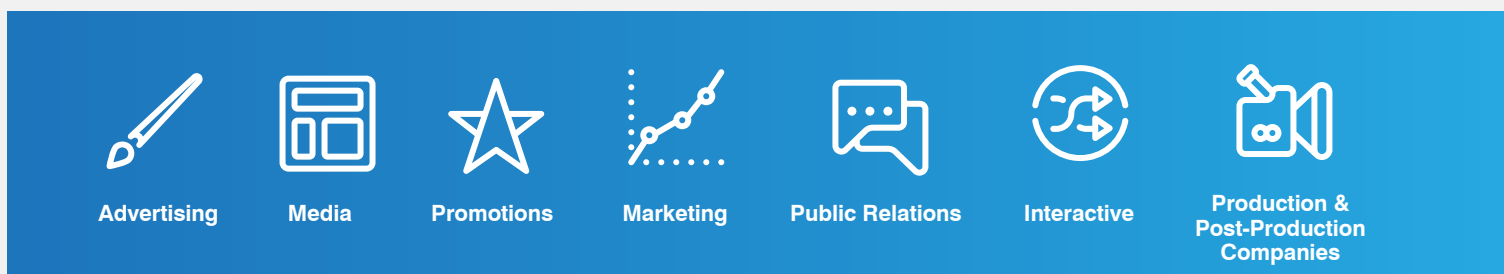


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ADVERTYS

ADVERTYS IS THE NAME OF OUR COMPREHENSIVE MANAGEMENT SYSTEM FOR ADVERTISING, DESIGN, DIGITAL, MEDIA AND BTL AGENCIES.

From different modules, the agency will be able to manage and measure all the business variables: from the Project Management of its ongoing work to the accounting, gross margin reports or profitability per project and/or client, among other functions.



ADVERTYS is a flexible and highly customizable solution, either under the CLIENT/SERVER system or under our new SaaS (Software as a Service) ONLINE version.

MODULES AVAILABLE OF ADVERTYS



ADVERTYS FULL

System for Advertising Agencies.

It allows you to manage all business areas quickly and simply: Accounts, Production, Coordination, RCTV, Media, Administration, Treasury and Management.



ADVERTYS MEDIA

System for Media Centers and Representatives.

It manages all areas of the media buying and selling business. Planning, Media Buying, Administration, Treasury and General Management.



ADVERTYS PROMO

Accounts, Production, Coordination, RCTV, Media, Administration, Treasury and Management.

It covers all areas of these activities from logistics, accounts management, budget generation, invoicing and administration. The salient feature of this module is the administrative management of the staff involved in promotions and the automatic generation of contracts.



ADVERTYS DATA

Business Intelligence.

It is a flexible tool for planning and analyzing relevant information in order to turn information into action and results. It allows knowing in detail the results of the business key variables, to assess new opportunities and gain competitive advantages. ADVERTYS DECISION uses a tool for decision-making that can display information in the form of dynamic tables, allowing for its agile and practical analysis, being able to generate, view, print and/or export all this information to Excel, Word, CSV, etc.



ADVERTYS POST

System for Production and Post-Production Companies

It manages Work Schedules, Reservations of Rooms/Teams/Resources. Controls the Time Sheet. Automatically invoices Budgets, OTs. Fully integrated with the Accounting Administrative System.



ADVERTYS STAFF

Salaries System

It manages all functions relating to staff management. It deals with salary payment and generates official books and receipts in a quick, secure and reliable way. Income Tax estimates, integrated with the Federal Public Revenues Administration (AFIP) and different DPS products. Available only in Argentina.

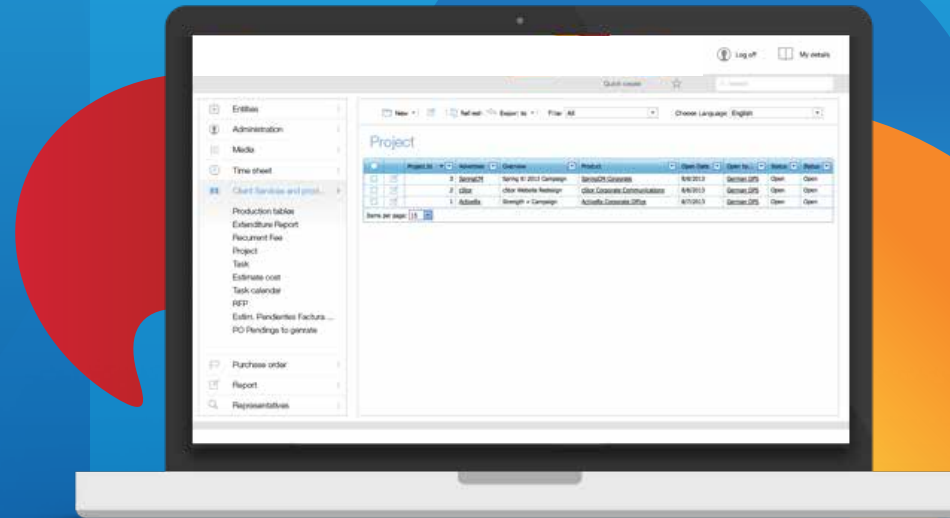


ADVERTYS STOCK

Stock and Invoicing System

This module allows you to manage the stock of promotional products -or any other kind of product. It registers inputs and outputs. It manages multiple warehouses. It allows you to manage Purchase Orders, Purchases, Budgets, Price Lists, Invoicing, Stock adjustments, RMA. It includes a Register, Current Accounts management, and Assets Control module. It values the stock according to different criteria (FIFO, LIFO, PPP, Last purchase). Fully integrated with the Accounting Administrative System.

ADVERTIS IS THE SOLUTION YOUR AGENCY LOOKING FOR.



ALL PROCESSES IN ONE SOFTWARE

From managing projects, creative processes, external and media production to accounting management and reporting, ADVERTYS is a comprehensive solution for the communications business.



OPERATIONAL AND CREATIVE MANAGEMENT EFFICIENCY

Advertys allows the centralization and efficient management of all work orders requested by clients, from its budgeting and initial approval to its delivery and final implementation.



INTEGRATED MANAGEMENT OF EXTERNAL SUPPLIERS

In the current context, agencies rely permanently on external suppliers and partners. Advertys allows efficient management and analysis of the profitability level.



MEDIA PLANNING AND BUYING

Advertys offers the possibility to integrate the media to your comprehensive management system, from advance planning, buying and invoicing to subsequent ad reports.



EFFICIENT ADMINISTRATIVE AND FINANCIAL MANAGEMENT

The business of an agency is diverse and includes managing its own services, from external suppliers, human resources, media and different control regulations that are hard to manage without Advertys!

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