

# media solutions

## Business Software for Publishers, Media and Agencies

Now more than ever, media publishers need to find ways to do more with less. Streamlining your advertising sales processes, organizing, re-purposing, and speeding the delivery of content are all ways to maximize efficiency. Media Solutions' software products can help your business with these core functions, improving the bottom line by making your organization more efficient with marketing, sales, and content management.

### Advertising Sales and Management



**Contract for Media** is our sophisticated software platform for complete advertising sales management. Tying together the sales process—from Customer Relationship Management (CRM) to contracts, design and billing—**Contract** gives you the complete picture with respect to advertising sales. Used by **Sales Executives** to better organize their contact list, calendar and activities, input contracts and keep up to date on past due billing; Used by **Sales Managers** to keep informed about sales force activity, sales trends, goals and performance; Used by **Production/Design** to receive ad materials as well as layout functionality; Used by **Finance** to quickly and easily generate invoices; Used by **Executives** as a valuable tool to look at overall company performance. Loved by all (including IT!) because it's easy to use and well-integrated with other software. **Contract for Media** and its data management tools will help you maximize the value of existing accounts as well as help you identify and open new accounts. **Contract for Media** manages sales for all of your publications, websites, and events in a single unified system.

### Editorial Process / Content Production / Content Longevity



**Naxos Archive** and the **Orbit Workflow** plug-in assist with gathering content, keeping it organized, and keeping it moving through the editorial process. **Naxos Archive** is a systemic **digital asset management** system that solves the huge productivity issue of "where are those files?" **Photos, text, PDFs, video, and audio** are all tagged and keyword searchable. Further, **Naxos** keeps metadata available for all files, letting you search and quickly find content based on any parameter. **Orbit Workflow** is a plug-in for **Naxos** that allows you to set up an **automated workflow** to **drive the editorial process**, eliminating: "Where are we on this, and what happens next?" Both products are designed to capture and retain a primary intellectual property asset—content— thus building stronger equity for your media business.

### Online & Mobile Content Management



**WebExpress Publishing (WXP)** is a custom distribution of an open source web content management system coupled with professional business process and social media consulting services designed to deliver the content you produce offline to the web and the iPhone. **WXP** is an effective and easy way to **develop new audiences** online and via Apple's game-changing mobile platform. Our solution isn't simply a carbon copy of your printed material, it's leading-edge technology and business processes that allow you to create new media products, utilize modern distribution methods, and engage audiences with **rich media, social networking, ecommerce, and targeted advertising**. **WXP** makes it easy for media companies to deploy highly functional, advanced sites with non-technical resources delivering both new and re-purposed content online and on the iPhone.

Check out our growing list of clients: <http://www.media-sol.com/company/clients>

Contact us to schedule a demo or to discuss our integrated solutions.

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