

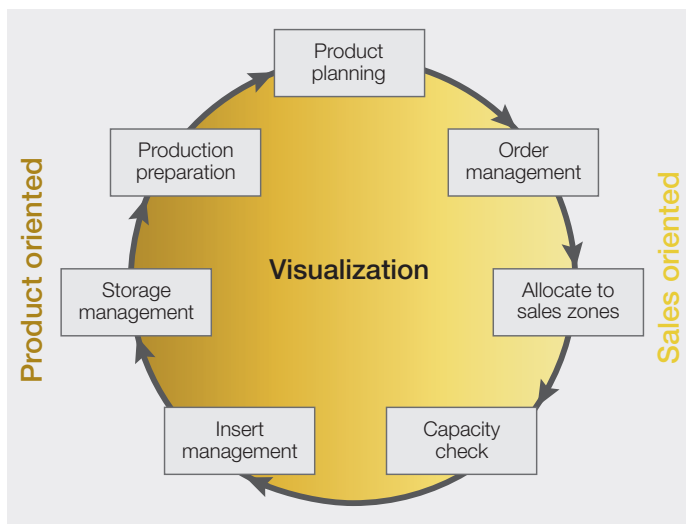


**MPS InsertManager**  
Insert management system for  
newspapers and direct mail organizations

Inserts, whether distributed directly or inserted into newspapers and magazines, are a very effective means of communication. In addition they are a valuable source of revenue. However, the whole insert process from acquisition through distribution becomes very complex as soon as several inserts need to be inserted in different regions. This is where MPS InsertManager takes over.

MPS InsertManager is a modular software solution that provides comprehensive support for the complete insertion process. It combines two worlds which often have conflicting goals: the sales and distribution oriented world on the one hand, and the technical production world on the other.

MPS InsertManager is one single tool for the whole insert management workflow. The process visualization with graphics, tables and maps makes the entire process clear and understandable.



The bridge between two contradictory worlds

### Central product planning

Support starts already with the product planning. The main products and preprints that can carry inserts are defined for every single issue date. This step is based on templates which can be created or edited easily at any time.

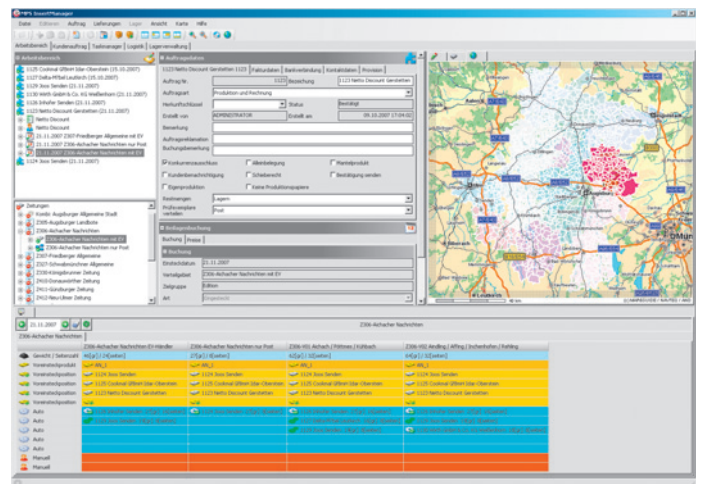
In fully integrated solutions MPS Cockpit handles this planning work.

### User-friendly insert order capture and management

The system offers many possibilities of minimizing the work related to order capture. Customer data such as addresses, terms, etc., are saved in the system and can be selected easily. Orders can be edited easily and repeated orders can be copied simply and as often as necessary.

Customer wishes, e.g. exclusion of competing inserts, are entered into the system by simple mouse clicks.

The order status changes during the order life cycle. A simple enquiry can become a confirmed order. Orders can be cancelled or put on the waiting list. All changes are visible in the order-specific "history".



Overview of the workplace: all information available at a glance

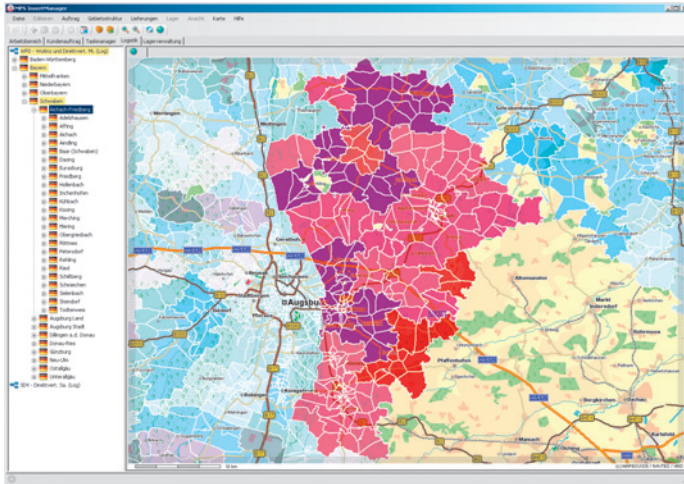
### Map-based support for easy selection of sales zones and target groups

The desired sales zones can be selected by various means: by simple mouse clicks, by the lasso on the map, or by using the allocation tree that allows allocation down to the smallest available unit. Customer- or order-specific zones can also be defined and saved.

The allocation of inserts to certain target groups is possible, e. g. subscribers only, or all households, if the customer wishes full penetration. If the system has geomarketing data you can select specific target groups, such as family houses with or without a garden. If socio-demographic data are also available the target groups can be fine-tuned even further, for example old-age pensioners or families with children.

Once the jacket product, the sales zone and the target group have been defined, the system can calculate the required quantities and the price including any discounts.

All allocation data are captured in a distribution overview that can be printed as a hard copy.



Sales zone structure for one issue

### High transparency during the capacity check

Once a sales zone has been selected, the system displays the other inserts that have already been booked for the same day in the same region and the capacity that is still available for the potential jacket products. It is possible to define rules for use in the event of overbooking, e. g. putting the order on the waiting list or inserting manually.

### Insert management with image-based support

The system records the incoming deliveries of inserts. Inserts and shipping documents can be scanned to simplify subsequent identification or for displaying the inserts for each inserter feeder.

MPS InsertManager also stores data on reusable items such as pallets, grid boxes or reel carriers. The system creates an exact list for every supplier of all reusable items that were delivered and returned.

It also stores the insert properties (format, weight, fold types, etc.).

The planner can easily drag & drop the deliveries to assign them to the relevant orders and can check at the same time whether the insert properties are in line with the specifications. The system checks whether the number of inserts is sufficient. Any potential deviation is therefore identified early, long before production starts.

### Clear storage management

The system models the storage areas in the warehouse. Items are placed into the warehouse by simple drag & drop. When goods are retrieved from the warehouse, all storage units

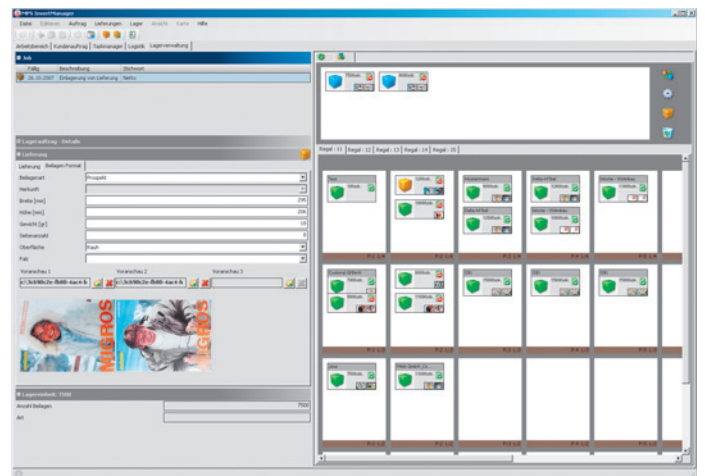
allocated to the order are displayed. The user can select the inserts required for a production step and move them out of the warehouse. The system automatically generates a storage order for the remaining quantity so that the unused inserts are recorded again.

### Production preparation

It may be that inserts are delivered on pallets and have to be wound onto reels. This results in different storage units with different numbers of inserts. The system also records this conversion.

The production-oriented graphics and tables provide the production manager with a quick and simple overview of the insert orders. He decides, for example, which inserts will be inserted into a preprint. Simple drag & drop is sufficient for allocating an insert to a preprint.

Once all criteria relevant for production are met, the production can be approved. MPS InsertManager generates the required production data and sends them to the postpress system. Systems from various manufacturers are supported.



Clear overview of insert storage in the warehouse

### Data import in suitable format

Existing systems supply the data required by MPS InsertManager:

- **business partner data:** all data on subscribers, advertising customers, insert customers, suppliers, agencies, etc.;
- **administration data:** all data relevant for pricing (prices, discounts, commission rates) and data relevant for invoicing and settlement with carriers and commission recipients;

- **distribution data:** quantities for subscribers, multiple subscribers, wholesalers, retailers and data on sales zones;
- **geographic data:** geographical co-ordinates of all households, polygons representing municipality boundaries;
- **geomarketing data:** option for finer definition of the target groups. These are commercially available in several degrees of detail.

#### Data export in suitable format

MPS InsertManager supplies data in suitable format to several systems:

- **order data:** all relevant data for invoicing and settlement with individual business partners;
- **production control data:** for the mailroom system.

#### Modular design supporting simple applications as well as multi-site systems

The software was developed on a .NET platform and is structured to allow easy customization to the client's needs. Whether for a small regional paper, a direct mail organization or a multiregional newspaper group with several sites and distribution areas, MPS InsertManager provides the ideal solution.

#### Summary of benefits

Single, central and simple order capture
Early information to all persons involved in the process
Avoids mistakes in planning, production and distribution
Transparent overview of free insert capacity, improved utilization of capacity
Price calculation, taking various factors into account, as early as the first enquiry
Automatic generation of the distribution overview
Support for the highly demanding fine distribution of inserts in very small distribution zones
Use of geomarketing data to make sales zone properties more precise and minimize distribution losses
Clear overview of insert properties and storage locations
Avoidance of confusion between similar looking inserts
Elimination of non-synchronized partial solutions
Easy generation of order confirmation including visualization of the sales zones covered by the order

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For more information, contact:

**ABB Switzerland Ltd**  
**Business Unit Printing**  
 CH-5405 Baden 5 Dättwil  
 Phone +41.58.586 87 68  
 Fax +41.58.586 90 54  
 E-Mail bu.printing@ch.abb.com

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