

Welcome to our July quarter newsletter. We hope you find the information herein of interest. There is so much happening in the TSS world at present that to detail it all would fill volumes not just these few pages. We have chosen just enough topics to occupy three pages and items that we feel will be of general interest to our user base.

### FOCUS ON SUPPORT

Over recent months much effort has been expended by TSS on expanding our support infrastructure in the Asia/Pacific region with a focus on developing more in-market resources. With regional agreements in place with such agency groups as Optimum Media Direction (OMD), CARAT, Initiative, EURO RSCG, FCB and others, we have over 20 new sites to implement across the region in the immediate future. Couple that activity with substantially increased activity in our media owner market with such clients as SBS Australia, Star TV Asia, Prime TV Australia and New Zealand, TV New Zealand, Celestial Pictures in Hong Kong and China as well as Woolworths Supermarkets in Australia, we are placing very high demands on our support resources.

### TSS ASIA/PACIFIC SUPPORT CENTRE

June 2004 saw the opening of the TSS Asia/Pacific Support Centre in Kuala Lumpur. Situated at 14B Lorong Rahim Kajai 14, Tamun Tun TTDI, the office is ideally located within easy traveling distance of all of our Malaysian clients as well as to the international airport for easy access to our other Asia/Pacific clients.

SEVERAL VIEWS OF THE SPACIOUS, NEW, OFFICES



Headed up by Clint Irvine and staffed initially by Lisa Foong and Mandy Poi the centre will progressively assume a greater role in complementing the Australian support centre by providing day-to-day issue management, on-line phone assistance as well as on-site training and support for the growing list of



Asia/Pacific based clients. Lisa Foong has plenty of experience having been with TSS for over five years. Mandy is a new recruit having joined TSS in June. She is in Sydney for the early part of July

undergoing induction into the TSS systems. Mandy comes to TSS with a wealth of agency finance and media experience having worked in several agencies in Kuala Lumpur for many years.



"With extensive ad agency experience and Chinese language skills Lisa and Mandy are welcome additions to our support team for our growing Asia/Pacific client base," said Clint Irvine.

It is planned to further grow the support team in the Kuala Lumpur office to encompass the total skill set required to provide support for our Advertising Agency, Major Media and Major Advertiser client base. Kuala Lumpur was chosen as the ideal location from which to support Asia/Pacific because it is less costly than most alternatives, has a well educated, multi-lingual workforce, has excellent communications infrastructure as well as ready transport access to all other Asian markets. Kuala Lumpur is of course, in the same time zone as most markets in Asia/Pacific so we cover the client's working day.

## TSS BANGKOK SUPPORT OFFICE

In late June of this year TSS established a representative/support office in Bangkok. Staffed initially by Gerard Furlong who has relocated from Sydney to Bangkok with his partner, the office will eventually take on additional local staff to provide first level support to the expanding list of TSS Thailand based clients. This has been done in recognition of the need to provide first level support in both the English and Thai language. Gerard is currently occupied in the late stages of implementation of the full ad agency software for Initiative Thailand a major media specialist agency, and in the upcoming upgrade of EURO RSCG Thailand to the latest version of the TSS agency software. At the same time he is on the lookout for likely candidates for the local support roles.



## AUSTRALIAN SUPPORT TEAM STRENGTHENED

A new addition to the Australian support team is Joseph Carverino. Joseph comes to TSS with over 6 years ad agency experience most of which was spent at Starcom Sydney office as media planner, buyer. Joseph is single and keen to travel having already conducted media training at OMD Malaysia, the latest of the OMD network to implement TSS software in Asia. With a degree in Communications and a good grounding in ad agency operations Joseph is a welcome and valuable addition to our skill set.



## RECENT NEW CLIENTS

The **Publicis Group** Malaysia is in the final stage of implementation of the MAX-Plus media, production and finance modules. Project managed by Clint Irvine with support from both the Kuala Lumpur and Australian

support teams this project involved bringing the several below-the-line, production, full service and media specialist agencies under the Publicis Malaysia group including Optimedia, onto the TSS ad agency software.



**Media Puzzle** a Melbourne and Adelaide based, Out Of Home advertising specialist operating as "Media Puzzle" and "Media Puzzle Retail", has just implemented the MAX-Plus Outdoor sales and management software.



A very recent addition to our client base is **Ocorp Media**, a boutique media specialist agency situated in the suburb of Camden in the outer western part of Sydney. Ocorp is implementing the media and finance modules of the TSS ad agency software.

TSS is also pleased to welcome a very new client in Johannesburg, **Plato Advertising**. Plato is a boutique health care agency with an impressive list of blue chip clients. Keith Ray from TSS Australia recently spent two weeks helping Plato implement the full production and finance modules of the TSS ad agency software.

## WOOLWORTHS ROLLOUT

The roll out of the TSS solution for the Woolworths Supermarket project is almost complete. One of the largest exercises TSS has ever been involved in requiring the establishment of a mini radio and TV station in each of over 700 stores Australia wide. This application utilises a comprehensive range of TSS



software from sales, scheduling and traffic through to workflow and on-air automation. Because the Woolworth's offering to advertisers is one of "totally

integrated in-store advertising" floor panels, trolley backs and in fact all in-store advertising vehicles are included. This mix of in-store mediums requires the utilization of the TSS media sales, outdoor management, TV/Radio traffic, workflow and PC based on-air automation software. TSS is unique in being able to bring to this complex media problem an existing suite of integrated software solutions.

## STAR TV INDIA IMPLEMENTATION

The recent extension of the Star TV contract to include India is a significant development. Encompassing sales offices in all major cities in India, the MAX-Media sales system provides the sizable and geographically dispersed sales force with on-line access to local media research, real-time access to availabilities and on-line product conflict checking. The integrated MAX-Media software delivers a user-friendly method of proposal preparation and management. Briefs, proposals and bookings between the ad-agency, major advertiser and the sales force can be transacted electronically.



## ANOTHER CHINA CLIENT

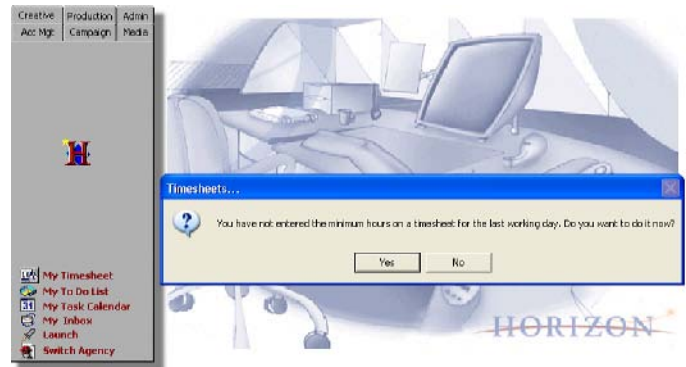
As part of the EURO RSCG Asia/Pacific regional contract their China offices, are currently implementing the full media, production and financial modules of MAX-Plus International. Commencing with their largest office Shanghai, they will roll out the system to



Guangzhou and Beijing later in the year. Sarah Zhang from our Beijing office and Dave Pedersen from our Sydney office are providing the on-the-ground support required during the implementation. A "go-live" date of September 2004 will see Dave and Sarah spend time in sunny Shanghai for a few weeks in August.



Now there is a fully featured, media & agency specific, Workflow system, **HORIZON**. Utilizing the user friendly and readily accessible "Web Browser" interface, **HORIZON** automates and manages every significant communication between your organisation, your Suppliers and your Clients. And **HORIZON** is totally INTERNET capable.



- Empower your staff with unheard of functionality and ease of use for the management of your client's business.
- Deliver to your users easy and immediate access to every non-verbal communication between the agency, the supplier and the client, on-line via a "web browser".
- Provide all your staff with one central repository for all campaign media and job related workflow.

**Technical Software Services Pty. Ltd.**  
**16/39 Herbert Street,**  
**St. Leonards NSW 2229**  
**Phone: +61 2 8425 8888**  
**Fax: +61 2 8425 8899**  
**Email: mduncan@tss.com.au**