

TECHNICAL  
SOFTWARE  
SERVICES



## PRODUCT OVERVIEW

## **Max-Plus Press include:**

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### **Max-Plus Press**

In the competitive world of magazine advertising, you need the right tool to get information on time with minimum fuss.

Technical Software Services designed the **Max-Plus Press** system to meet the specific needs of magazine publishing.

**Max-Plus Press** is a state-of-the-art Windows-based advertising inventory management system developed here in Australia.

The key to success in today's economic climate is cost rationalisation and productivity.

 The key to these is **Max-Plus Press**.

In a fragmented market, you need the partnership of a software supplier who understands both Media and Advertising Agencies. Technical Software Services is the only substantial Australian-owned company specialising exclusively with the Media industry.

Technical Software Services designs, develops, markets and supports advanced software products for media industries throughout Australasia.

Over 60% of the Australia media uses some part of the **MAX-Plus** suite and seventy five agency customers transact over 2 billion dollars worth of business annually through the **MAX-Plus** System.

**Max-Plus Press** combines the benefits of functionality and media experience. Please take the time to review the accompanying list of features, as we are sure you will find them interesting.

## Functional Overview

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**Max-Plus Press** is designed to meet the following **objectives**:

To collect **bookings** for various publications, accept **modifications** and **cancellations**, ensure all **time critical constraints** are met and offer executives a **flexible reporting** facility.

To provide a real time, **Windows** based, **advertising management** and **reporting** system.

To provide executives and all advertising staff with **information** and **selling tools** to better service Advertisers, Agencies and the Production process.

To provide a technologically **open system** not locked into specific hardware or software and to maximise a PC user base.

To provide information from a high performance industry standard **relational data base** model and utilise **client server** architecture.

To provide a **cost effective** system to meet current requirements. The system must be **flexible** to enhance future needs.

To **increase user productivity** through the provision and use of better **management tools** via ad hoc queries to any part of the database.

To provide all **production information** from the one source.

To provide an **object oriented system** to run under the chosen **Windows** platform.

## Features of Max-Plus Press include:

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### **Client Control**

Advertiser and agency links are kept to track account movements. **Agency** and super **group expenditure** are available on-line as a negotiating aid.

### **Client Service**

Advertisers receive **better service** because material and production data give traffic staff **control** over where jobs are in the production cycle.

### **Financial control**

**Invoices** and **accounts receivable** are maintained.

### **Market awareness**

**Brand information** is maintained to facilitate competitive reporting.

### **Profit maximisation**

**Quotes, costing** and **space order control** enable more efficient and effective client service.

### **Revenue control**

The system reports on bookings compared to budgets and progressively **forecast** edition and annual results.

### **Sales monitoring**

Sales representatives **budgets** and **sales** are maintained and reported on.

### **Total solution**

From bookings, the system passes **dummy layouts** and **diary lists** through to Production and Financial data to accounts.

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