

AVS/3

The Subscriptions Management System
for Media Products



AVS/3

The New Generation in Subscriptions Management



The New Flexibility in Subscriptions Management

Easy and Professional Subscriptions Management with AVS/3

The better the subscriptions management, the longer the customer relationship. As an IT-specialist in subscriptions management, dsb values long-term relationships very highly. Only your success makes dsb successful. Therefore, dsb has developed a functional platform for long-term and successful customer relationship management, which is mutually beneficial for you and your customers.

AVS/3 offers publishing companies and full-service companies a complete branch solution with all the advantages of flexible and customer-oriented service. AVS/3 supports all relevant processes of professional customer service, like data capturing and dispatch and invoicing, with useful and easy-to-handle features for high flexibility. The Sales Information System, VIS, is an integrated Data Warehouse Solution that allows precise customer scoring and purposeful direct marketing.



Overview of Advantages:

- ▶ Modern Subscriptions Management System for your business process
- ▶ All information about a customer with one click in the Customer Interaction Center, CIC
- ▶ Completely integrated debtor accounting
- ▶ Continuous web integration
- ▶ Continuous work flow from data capturing to invoicing
- ▶ Integrated Data Warehouse for efficient direct marketing
- ▶ Intelligent Customer Relationship Management, CRM



Everything Just One Click Away

Fast-Subscription Capturing with AVS/3

Structured Addresses, Postal Check, Bank Check and Duplicate Copy Check

With the fast-subscription mask, the subscriber and the order will be quickly and completely captured into the system. You can choose between adjust mode and complete capturing. With the adjust mode, AVS/3 analyzes and structures all captured data. Including postal check, bank check, credit card check and duplicate copy check. The mask for classic complete data capturing for special requirements makes it possible to install optional additional data.



Fast-Subscription Mask AVS/3

Overview of Advantages:

- ▶ **Fast subscription capturing with automatic breakdown into structured address and payment data**
- ▶ **Order source concept allows automatic allocation of subscription conditions**
- ▶ **Fast, safe and user-friendly order installation due to order source concept**
- ▶ **Postal check, bank check, credit card check and duplicate copy check**
- ▶ **Optional capturing via barcode possibility**

Data capturing can be limited to a minimum of capturing only address data and data from the order source. The order source automatically assigns all order-relevant data to the order — like type of subscription, conditions, dunning etc. This ensures safe and user-friendly data handling.



Workflow in Customer Management

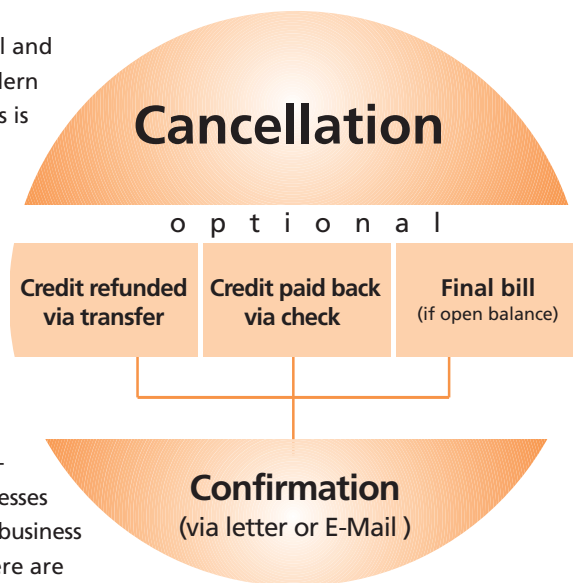
Customer Management of AVS/3

Customer contact is an essential and crucial point in all areas of modern subscriptions management. This is particularly true in the area of capturing a new subscriber as well as in subscribers support or even cancellations. Real workflow in customer contact management guarantees an efficient and continuous process.

AVS/3 offers you a highly sophisticated basis. It handles all processes from follow-ups to handover of business transactions within a team. There are various optional processes at subscription cancellation that reflect the status of the subscription at the time of cancellation.

Balanced Customer Account

The customer receives the cancellation confirmation in written form either via E-Mail or letter.



Subscriber has Credit

If the subscriber account is positive after cancellation, the credit can be refunded either via transfer or check.

Subscriber has an Open Account

If the subscriber has an open account after cancellation, the cancellation confirmation will be sent as a final bill.

New Features for Invoicing, Accounting and Dispatching

AVS/3 Your Partner for all Purposes

New Solutions with proven dsb Quality

The proven and completely integrated debtor accounting as well as the dispatch functions have been expanded by new automated features. These features facilitate your work in invoicing, accounting and dispatching and guarantee higher safety for order processing.

Automatic Charging of Debit and Credit Memos

In the main invoice, changes in pricing, write-offs due to an untimely delivery stop, changes in quantity, and other parameters are considered. Additionally, debit and credit memos of a subscriber will automatically be combined into one final balance. Invoices are booked distinctively by order to a creditor account and finalized into a debit account. Delivery obligations per title will be differentiated by the respective month of accounting. Receipts are depicted per magazine number and title.

Optimized Invoice Printout

The main invoice generates the actual account balance. After evaluation in the accounting, the invoice will be printed. dsb offers the dispatch of an invoice as a magazine supplement as well. All invoice data can be forwarded via an interface to publishing companies or third party systems. When the main invoice is due, all accrued debit and credit memos of a customer account will be balanced and printed as one invoice.





Higher Flexibility at Dunning

Dunning procedures are customer specific according to the type of subscription. With the dunning procedure, all relevant activities, like charges and subscription stock, can be specified. AVS/3 activates the following processes in the specific steps of dunning:

- ▶ Creation of dunning information as a letter, list or interface
- ▶ Non payment assessment and service stoppage
- ▶ Transfer to a collections agency
- ▶ Credit worthiness amendment
- ▶ Individual and user-oriented dunning activities

Premium Delivery with Payment

AVS/3 thanks promptly. Premium delivery for the agency of a new subscriber depends on individual criterias like payment or automatic debit. AVS/3 hereby enables active sales support and customer bonding.

Automatic Delivery Stop and Input into AVS/3

AVS/3 generates an automatic delivery stop according to flexible conditions. For instance, a stop could occur if the customer is behind schedule and reaches a certain overdue notice. After payment of the open balance, the order is automatically put into the system. According to the agreement, the missing editions will be delivered.

Overview of Advantages:

- ▶ Printout of credit and debit memos together with due invoice
- ▶ Dispatch of invoice optional as a magazine supplement
- ▶ Generated view per edition and magazine number
- ▶ Interface to publishing company or third party system
- ▶ Automatic delivery stop according to flexible conditions
- ▶ Automatic input into system after payment and optional subsequent delivery of non-delivered editions
- ▶ Premium delivery depending on individual conditions
- ▶ Flexible processes after payment or subsequent invoices



Via Internet Directly into the System

Complete Web Integration in AVS/3



The continuous Web Integration in AVS/3 allows the subscriber to check the parameters of their order or to change certain items independently. It does not matter if these are vacation deliveries, movement notices or stops in delivery; comfortably and conveniently via the Internet.

The publishing company can directly transfer the data quickly, safely and efficiently into AVS/3. No manual time-consuming capturing is necessary and no mistakes due to transfer problems via E-Mail or fax occur. In addition to the print issue, the subscriber may have access to online services an additional service for a long-term customer relationship.

Overview of Advantages:

- ▶ **Efficient and direct data transfer**
- ▶ **Subscriptions can be ordered directly via the internet**
- ▶ **Low capturing costs since the subscriber can change their own order parameter**
- ▶ **Additional service for customer binding**



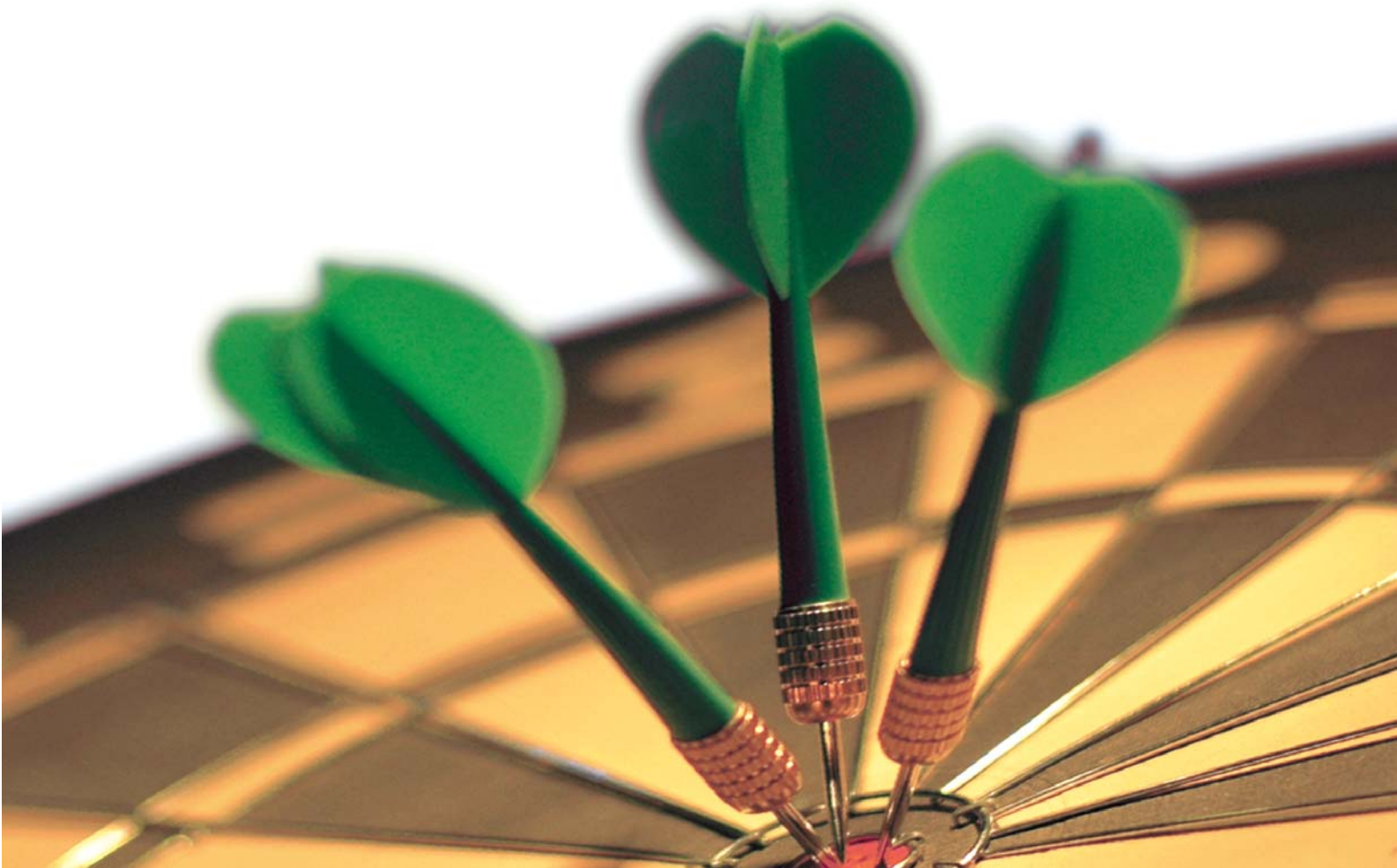
Knowing What the Customer Wants

Professional Direct Marketing with AVS/3

Valuable Analyses with VIS, the Sales Information System of AVS/3

Direct Marketing is only successful if you reach your target group completely. Therefore, an up-to-date data pool is essential. With AVS/3 you will get the matching infrastructure as a basis for up-to-date data and qualified analyses. The integrated Sales Information System, VIS, offers you current analyses and statistics for your direct marketing whenever and wherever you need them. From target-oriented address analyses to individual

The VIS allows precise reports of customer evaluations and customer scoring that can be daily requested and evaluated. In addition to this data, external information to complete your analyses can be integrated into the system. This allows you to gain a valuable profile of your target group as a basis for concise and efficient customer contact.



Success through Customer Relationship Management

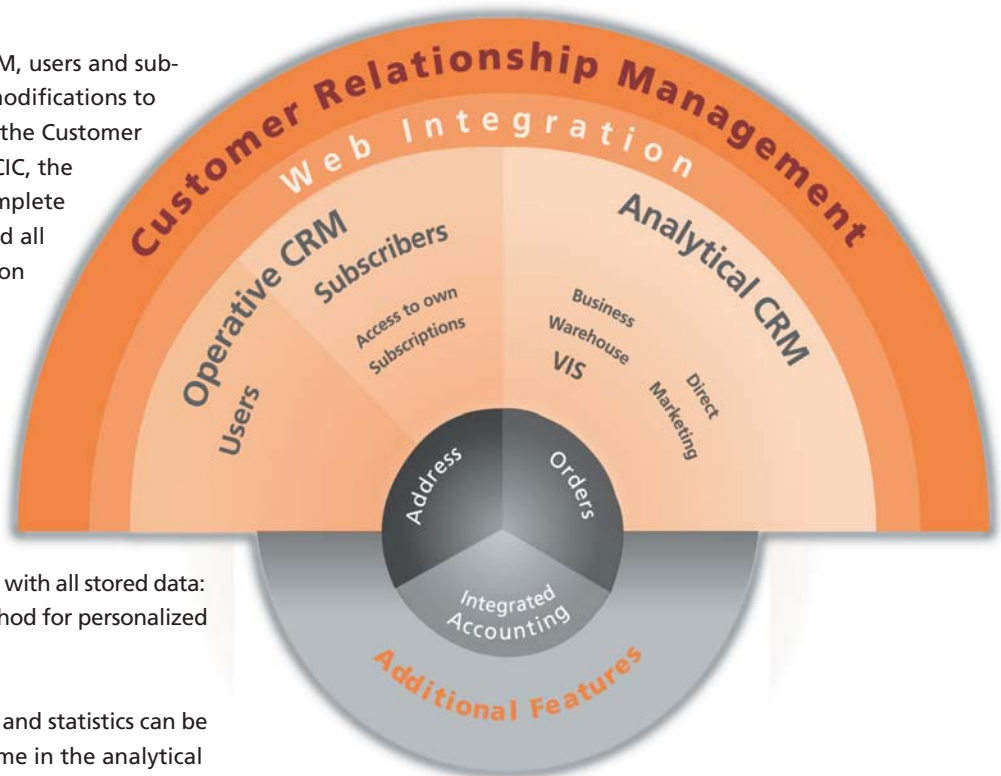
AVS/3 Offers a Functional Platform for Long-Term Customer Relationships

In the operative CRM, users and subscribers can make modifications to the subscription. In the Customer Interaction Center CIC, the user can see the complete customer history and all necessary information about the customer for efficient processing. Computer Telephone Integration, CTI, identifies the caller from the telephone number and activates the file with all stored data: A time-efficient method for personalized addressing.

Up-to-date analyses and statistics can be generated at any time in the analytical CRM with the Business Warehouse VIS, for successful direct marketing.

Overview of Advantages:

- ▶ **Customer Interaction Center, CIC, for highest customer transparency and complete customer history**
- ▶ **Customer Telephone Integration, CTI, for automated caller identification**
- ▶ **Up-to-date, easy and fast analyses**
- ▶ **Target group exact analyses for response-optimized direct marketing actions, cross-selling actions and customer re-aquisition**



The focal point of interest of AVS/3 is high customer transparency and a first-class user-friendly customer dialog. Detailed customer accounts containing all information about subscription orders and order behaviour as well as tools for continuous customer information help to ensure that the customers needs are fulfilled quickly, individually and efficiently. Only satisfied customers will be long-term customers.

References

Satisfied dsb Customers

A.B.O. Verlagsservice GmbH
Axel Springer Vertriebs GmbH
Computer Service Jost GmbH
Cora Verlag GmbH & Co. KG
DataM Services GmbH
Evangelische Gemeindepresse GmbH
Family Media GmbH
FID Verlag GmbH
Gong Verlag GmbH
G II GmbH Presse-Service
IDG Business Verlag GmbH
IDG Magazine Verlag GmbH
intan service plus GmbH
Lapker, Ungarn
Olympia Verlag GmbH
ONE DIRECT GmbH
OZ Verlag GmbH
PMS Presse-Marketing-Service GmbH & Co. KG
Pressegrossvertrieb Salzburg
Presse-Union Medien Vertrieb GmbH & Co. KG
PSB Presse Service Bonn GmbH & Co. KG
Stiftung Warentest
vB Medienservice GmbH
Vogel Medien Gruppe GmbH & Co.
VNU Business Publications Deutschland GmbH
WAZ Gruppe
WEKA Zeitschriftengruppe
Zenit Pressevertrieb GmbH

dsb is a sophisticated IT-specialist for the media industry. dsb develops and hosts highly efficient and modern information and sales management systems for magazine and distribution companies in Europe. With more than 120 employees in three German locations, dsb supervises over 11 million addresses and holds in trust more than 1,5 billion Euros per year.

As Application Service Provider (ASP), dsb offers future-oriented cooperation opportunities with all the advantages of external data management.



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