

www.dsb.net

dsb AG

IT for Media



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dsb AG

IT supported branch solutions for modern media sales

dsb AG is with you throughout all phases of the sales and distribution cycles of the media and mail order business.

dsb is the largest publisher-independent specialist for tailor-made IT branch solutions. We develop innovative CRM systems for subscription management, mail order business, advertising management, magazine and newspaper sales.

Take a close look: From classical sales methods to modern internet-based power selling, our extremely efficient, highly functional and secure solutions will convince you as well.

dsb is an application service provider offering first class IT system solutions made exactly to fulfill your requirements. We offer a variable price structure with flexible expandability made to suit the needs of your growing business. You access the system as desired and we take care of customising or updates.

Our team of 120 employees located at the headquarters in Neckarsulm as well as at dsb Munich and our branch in Hamburg run an ultra-modern information management business for more than 400 media businesses in the publi-

shing and mail order branch throughout Europe.

Facts and Figures

- ▣ Leading publisher-independent IT service provider for media and mail order business
- ▣ 120 employees in Neckarsulm, Hamburg and Munich
- ▣ Subscription management for 6.5 million subscriptions
- ▣ Mail order business for 3 million orders per year
- ▣ Magazine sales for 1,500 objects
- ▣ 400 publishing and mail order customers



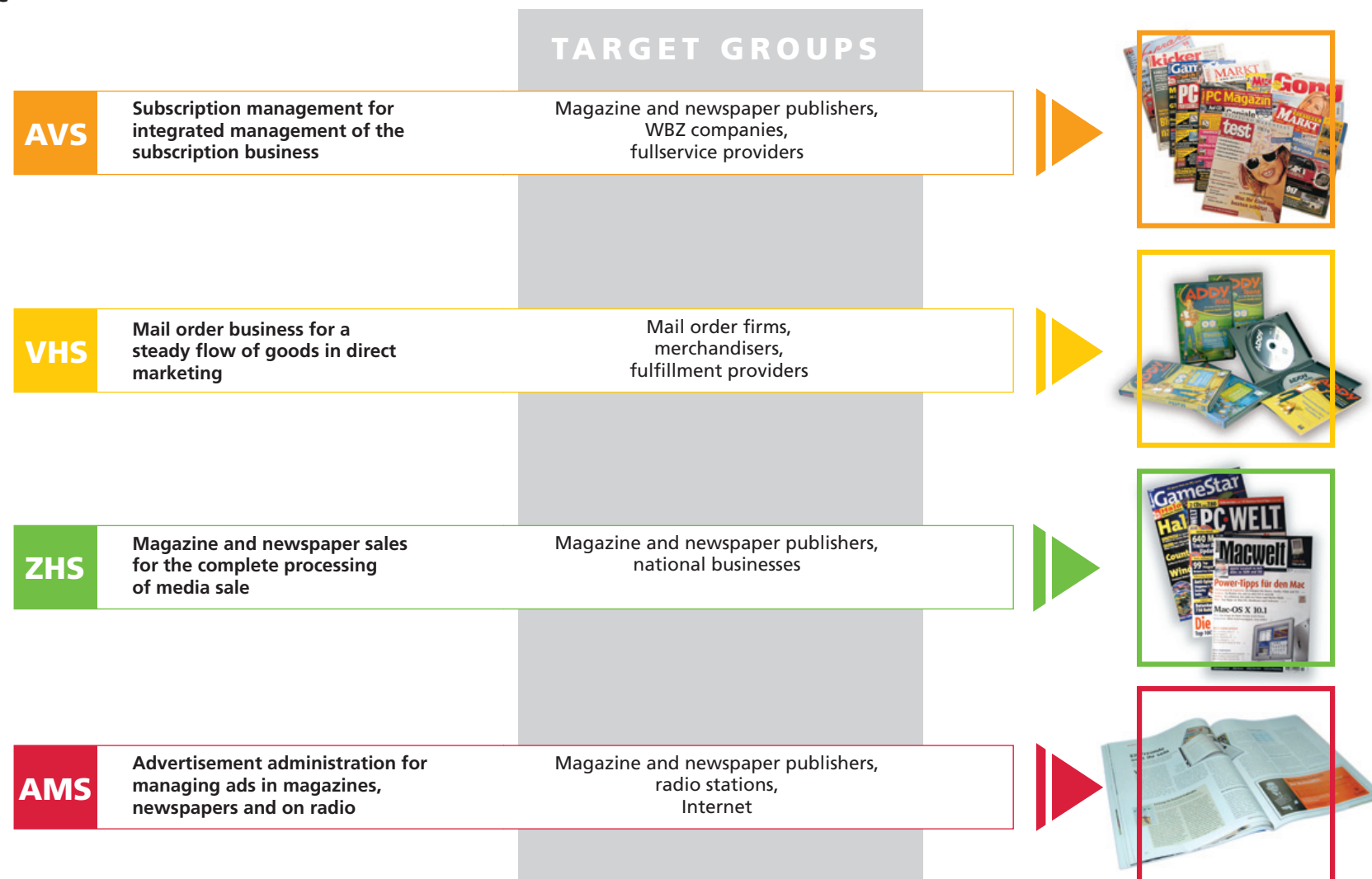
Branch Solutions That Take You Further

Swift – Efficient – Functional – Secure

dsb AG offers your customers integrated branch solutions, which effectively support all facets of modern media sales.

Our solutions control all processes in the subscription business, mail order, advertisement management and media sales.

Order processing, management and distribution are carried out efficiently and reliably, naturally taking branch-specific requirements into account. Our solutions are interlinked and interfaces to third-party systems are present. This guarantees absolute flexibility and multi-faceted application possibilities.



AVS

Subscription Management System

Individuality and flexibility in subscription management.

The Subscription Management System AVS offers a complete solution in one package to publishers, WBZ businesses and fullservice providers. AVS optimizes all processes of the subscription business into a highly efficient workflow system. A new subscription customer can be installed into the system in the blink of an eye using a user-friendly fast-entry system. Invoicing and shipping are ideally supported using a fully integrated accounts receivable module. AVS makes your life much easier by simplifying customer-specific procedures such as installing new customers, subscription management or cross selling and upselling. This is flexibility that pays big dividends: Integrated system functionality improves individual customer care and thus the lifespan of the subscription. Concerned about automating subscription premiums, delivery suspension or re-starts? Do you want to offer your subscription customers direct online administration of their subscription using a completely integrated internet solution? Look no further. AVS takes care of it all for you.

Superb customer relationship management means success

Using the CRM platform in AVS allows you not only to take individual care of your customers, but also lets you get to know them better. With only once click,

you can access the Customer Interaction Centre CIC, which gives you the complete customer history at a glance. In addition, your subscribers can manage approved areas of the subscription themselves. The analysis function offers meaningful statistics and reports for successful direct marketing.

Subscriptions and shipped goods from one source

AVS Single Sales emphasises the versatility of AVS through comfortable and completely integrated individual product sales within the subscription management system. This allows you to work more efficiently with address lists and to optimise the earnings from each customer. This is the ideal basis for continuing direct marketing activities.



VHS

Mail Order System

One system for all facets of your mail order business.

Integrated mail order business management from the first contact up to returns processing; VHS is the modern platform for teleshopping, electronic retailing, e-commerce, power selling and of course for classical mail order transactions.

This means that you can take care of all forms of mail order business with only one system, which is mouldable to best suit your personal business demands. VHS takes over incoming orders without data inconsistencies and then checks, invoices and controls punctual delivery.

Innovative uses from e-shops to ultra-modern power selling

Within dynamic markets like direct mail order, business processes must swiftly adapt to ever-changing market conditions. VHS stands by you and your new ideas. All kinds of e-shop models can be comfortably integrated into the VHS system architecture. The newest and most challenging power-selling strategies are supported by VHS. Sales or auction transactions are professionally processed within internet market places. This means that you open up your market and increase new customer potential, while at the same time saving a great deal of time managing your available products.



ZHS

Magazine and Newspaper Distribution System

Integrated information management for media activities.

The dsb magazine and newspaper distribution system ZHS offers publishers and national distributors the perfect distribution solution for the complete processing of media and non-media products.

Highly efficient processes support the user with:

- ▣ Distribution planning
- ▣ Initial and subsequent deliveries
- ▣ Master file data maintenance
- ▣ ISPC processing
- ▣ Invoicing retailers and publishers

Facts and Figures

- ▣ Taking care of 1,500 titles from 350 publishers
- ▣ Integrated business process support
 - New title / customer installation
 - Preparation for and examination of shipping recall
 - Invoicing
 - Price maintenance
 - Scheduling
 - Pre-shipment checks
 - Error reporting
- ▣ Interfaces to standard software

Subsequent mail order modifications or daily mail order demands including automated invoicing can be swiftly and easily handled.



AMS

Advertisement Management System

Extensive functions for all advertisement management processes.

The dsb AG advertisement module supports you throughout all processes connected with sales, marketing, accounting and invoicing of advertisements in any conceivable form. The integration of web processes, call centres and technical systems makes AMS into a fully integrated and innovative solution for media-wide advertisement management.

Having professional subscription and advertisement management in one single system means that you can readily access unified master file data, which means that all of your customer's desires can be seen at a glance.

The Customer Interaction Centre allows you to have a fully customer-oriented view of all facets of both the subscription and advertisement transactions with your customers. All business dealings and product information by customer are just one click away. With just one wheel in your hand, you can steer all of your relevant processes simultaneously. In addition, flexible pricing for all advertising types allows you complete freedom of action while developing and implementing your plans.



What it does for You

- ▣ Order management
 - Advertisements
 - Services
 - Special inserts
 - Commercials
 - Online advertising
- ▣ Offers and terminations
- ▣ Invoicing
- ▣ Revenue recognition
- ▣ Accounting
- ▣ Sales analysis
- ▣ Internet



Service & Tools

Optimal applications for integrated sales management

Sensible customer-specific additional products and services expand the functionality of all dsb systems.

Valuable analyses with VIS

Using VIS, the dsb Sales Information System, you can generate current statistical information and analyses, suited to your exact requirements, at any time. This includes everything from target group oriented analyses or life span statistics up to individual reports. VIS allows you to get precise information in order to evaluate and improve your direct marketing actions and thus to further the success of your firm.

Document Management System DMS

The completely integrated dsb Document Management System allows for intelligent administration and consolidation of electronically stored documents from a variety of sources. You can work on texts, pictures, emails, appointments and sound files and can save, import, export or forward your data whenever you need to. Tedious and cost-intensive rummaging and searching for papers is a thing of the past. Electronic file storage is the modern way to go.

References

Partners of dsb AG

Arcor AG & Co. KG
 Business Objects GmbH
 Comparex Informationssysteme GmbH
 daa Systemhaus AG
 Deutsche Telekom AG
 IBM Deutschland GmbH
 Océ Deutschland GmbH
 SAP AG
 Software AG

A.B.O. Verlagsservice GmbH
 Alfons W. Gentner Verlag GmbH
 arvato direct services Neckarsulm GmbH
 Axel Springer Vertriebs GmbH
 Computec Media AG
 Computer Service E. Jost GmbH
 Cora Verlag GmbH & Co. KG
 DataM-Services GmbH
 Delius Klasing Verlag GmbH
 Deutscher Bauernverlag GmbH
 DPV Network GmbH
 DPV Worldwide GmbH
 DVG Deutsche Vertriebsgesellschaft für Publikationen und Filme mbH
 Egmont Ehapa Verlag
 Evangelische Gemeindepresse GmbH
 Family Media GmbH
 FID Verlag GmbH
 Gong Verlag GmbH
 Gruner + Jahr AG & Co. KG
 Hamburger Sportverein HSV
 Heise Zeitschriften Verlag GmbH & Co. KG
 IDG Business Verlag GmbH
 IDG Magazine Verlag GmbH
 intan service plus GmbH
 JAHRESZEITEN VERLAG GmbH
 Lapker/Ungarn
 Meisenbach Verlag GmbH
 Loyalty Partner GmbH
 MZV Moderner Zeitschriften Vertrieb GmbH & Co. KG
 Olympia Verlag GmbH

ONE DIRECT GmbH
 OZ Verlag GmbH
 PARTNER Medienservices GmbH
 PMS Presse-Marketing-Service GmbH & Co. KG
 Presse Service Bonn GmbH & Co. KG
 Presse-Union Medien Vertrieb GmbH & Co. KG
 Pressegrossvertrieb Salzburg
 Presseservice Güll GmbH
 PSG Presse Spezial Handels GmbH
 PVS Fulfillment-Service GmbH
 Spektrum der Wissenschaft Verlagsgesellschaft mbH
 Spiegel Verlag
 Stiftung Warentest
 vB Medienservice GmbH
 Vector Versandhandels GmbH
 Vereinigte Fachverlage GmbH
 Vereinigte Motorverlage GmbH & Co. KG
 Vogel Medien Gruppe GmbH & Co.
 WAZ-Gruppe
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 ZENIT PRESSEVERTRIEB GMBH