

Pays for itself with powerful time saving features

Single and MultiUser Network Versions

Cross-platform - Modular - Customizable



AdAgentPlus™

AdAgentPlus is a great tool for Advertising Agencies to help maximize productivity.

AdAgentPlus is an integrated solution for advertising agencies and media companies that is, by far, the easiest to use. The cost of users learning a new system can be high, but not with AdAgentPlus. There are many powerful features to help manage your business. AdAgentPlus helps you stay on top and be more efficient. The system performs many tasks including job tracking, costing, estimating, and purchase order entry. AdAgentPlus provides a better picture of your firm's profitability and is cross-platform which allows you to use both Mac and Windows on the same network.

Job Ticket

Estimating

Job Progress

Client Tracking

Expenses

Purchase Orders

Time Tracking

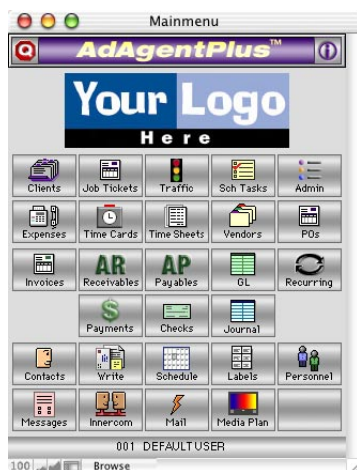
View Schedules

Traffic Management

Accounting

Retainers

Media Planning



Accounting Option

AdAgentPlus™ offers double entry accounting. All the data flows through to the GL so it needs to be entered only once and saves your company time. Create job billing, retainer and other types of invoices. Lookup client billings that are due with a quick review of accounts receivable. Keep on top of bills owed with accounts payable. Print checks on your laser or ink jet printer. Track payments received from clients. Enter a journal entry to adjust the general ledger. Easily update the chart of accounts. Print profit and loss statements from the general ledger. Plus, export the GL into other financial packages for more in-depth analysis.

Option Pack One

Includes Contacts, Innercom, Labels, Messages, Personnel, and Schedule.

- Contacts allows you to keep track of individual information for your client contacts. You can enter their birthdays and Contacts will remind you when that date approaches. Contacts also includes the Write module which allows you to quickly create letters, fax cover sheets, track telephone calls, notes, and Todo items. Also create envelopes.
- Innercom™ is an inner-office instant communications system. You can also use Innercom™ to show what staff are in, out, busy or too busy.
- Schedule with Jobs Calendar - Print calendars of job dates and task dates.
- Labels - Print labels anywhere on the sheet to save labels. Print address, disk, folder, index card labels.
- Messages - enter phone message and other messages in the system for easy retrieval. Looks and works like the pink message pads, but better.

Option Pack Two

Includes Media Planner

- Media Planner - Create print media estimates, broadcast and print plans and insertion orders.

Easy, Powerful, and Modular

dSoft

Standard Features

- Easy to learn and use, start using in twenty minutes.
- Prepare client budget.
- Track Job Tickets Actual Progress.
- Create standard and three column estimates.
- View a job profitability with Financial Highlights.
- Manage the important job deadlines.
- Automate job entry with preset job types, tasks, custom fields and descriptions.
- Easily bill job tickets with the click of a button.
- Track vendor purchases.
- Make easy corrections with Change Orders.
- Help define what the client needs with the Creative Brief tool.
- Schedule Staff to show tasks that need to be completed and allow staff to plan their work schedule.
- Shows the due dates associated with the job task and the lead time to complete them.
- Print and view traffic reports.
- Change status and deadline dates for jobs.
- Add time worked on jobs by employees.
- Manage staff time cards.
- View time sheets by date, client and job number.
- Edit time and billing rates for time entered.
- Add expenses that are billable to clients, but not included on a PO.
- Unlimited company logo and address / font combinations for use throughout AdAgentPlus.
- Easily reset next serial numbers for PO, jobs, invoices and more.
- Minimal maintenance for lower IT costs.
- Customize field labels and form titles for various forms including quotes, orders, invoices and more.
- Unlimited tax jurisdictions with up to two independent rates per jurisdiction.
- Canadian sales tax supported.

Security

- Each user has a user id and password.
- Track user login and usage.
- Tailor access privileges for each user including view, add, edit, and delete privileges.
- Limit user export capability.
- Lock windows for additional security.

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AdAgentPlus Versions

The **SUI** version is a single user internet download version.

The **SU** version is a single user version. PDF user and admin manual, quick reference and quick tutorial included.

The **NU** version is the base network edition with 2 users.

The network versions includes one platform host license and 2 user licenses for Mac and Windows clients. You will need a license or full version of FileMaker Pro v5.5 or higher for each client. You will need FileMaker Server v5.0 or higher to host AdAgentPlus™ over your network. The standard version (NU version) allows you to change many options like the company logo and company address. If you would like to customize AdAgentPlus yourself, consider the following versions that allows you to arrange text or logos in different places.

The **NO** version (Network Open version) includes unlimited users and allows you to make your own custom changes. This version allows you to edit forms, reports and layouts, and also edit and create scripts and fields.

The screenshot displays the 'Jobs' window in AdAgentPlus. The top section is a 'Job Ticket' form for 'Tech Travel Resource' with contact 'Bill Fulman' and phone '503-555-1111'. The form includes fields for 'Name / Title' (30 page brochure), 'Start Date' (7/25/2003), 'Due Date' (8/30/2003), 'Job Type' (Brochure), and 'Project' (AE BBS - Bob Smith). A 'Completed' checkbox is checked. Below the form is a table with columns: Task, Estimate, Orig Orders, Est Hrs, Invoiced, and Unbilled. The table lists tasks like 'Account Coordinator', 'Billable Phone Charges', 'Printing', and 'Color Copies/Laser Prints' with their respective values. A summary row at the bottom shows totals: Estimate \$99,070.00, Orig Orders \$230.00, Est Hrs 10, Invoiced \$156.00, and Unbilled \$361.00. A 'Job Ticket' sidebar on the right contains buttons for Estimate, Schedule, Traffic Deadlines, Financial Highlights, Actual Progress, Creative Brief, Change Orders, Invoice Unbilled, Job Costs, Client, Time Card, Expense, and Schedule FollowUp.

Task	Estimate	Orig Orders	Est Hrs	Invoiced	Unbilled
105 Account Coordinator	\$450.00	\$220.00	10		\$195.00
540 Billable Phone Charges	\$1,120.00				\$10.00
426 Printing	\$1,250.00	\$10.00		\$156.00	\$156.00
432 Color Copies/Laser Prints	\$96,250.00				
4	\$99,070.00	\$230.00	10	\$156.00	\$361.00

System Requirements

Mac OS

- PowerMac CPU
- 32MB Ram
- Mac OS 8.1 or above
- HD at least 50MB available and a CD-Rom drive

Mac OS X

- Apple G3 or higher CPU
- 128MB Ram
- Mac OS 10.0.4 or above
- HD at least 50MB available and a CD-Rom drive

Windows

- Intel 486/33 or higher CPU (Pentium Recommended)
- 32MB Ram
- Windows 95 or above (Win 98 recommended)
- HD at least 50MB available and a CD-Rom drive

FREE 60 Days of Tech Support
FREE Updates for 60 Days



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