

MediaExec[™]

Proposal Management and CRM Solution

Sophisticated proposal management and CRM solution with fluid Novar[™] integration.

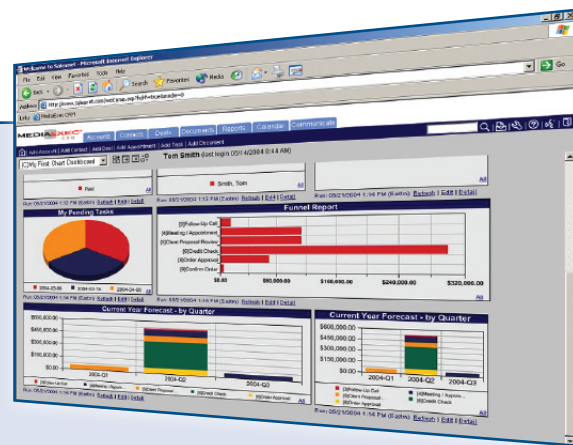
Manage and synchronize sales proposals electronically with your T&B system. From within the same system, stay in touch with customers, prospects and your sales processes. And get all of this from the leader in cable ad sales business solutions. Wouldn't that be great? Actually, that would be MediaExec[™].

The MediaExec solution enables account executives to leverage customer contact information and sales process management with the electronic creation and management of sales proposals to increase productivity and become more in-tune with their business opportunities.

A stand-alone application on each AE computer/laptop, MediaExec[™] stores all information required to function offline. When connectivity is available—web, network, VPN—MediaExec[™] can synchronize with the host Novar[™] system. Secure XML data files and compression ensure that information is exchanged safely and efficiently.

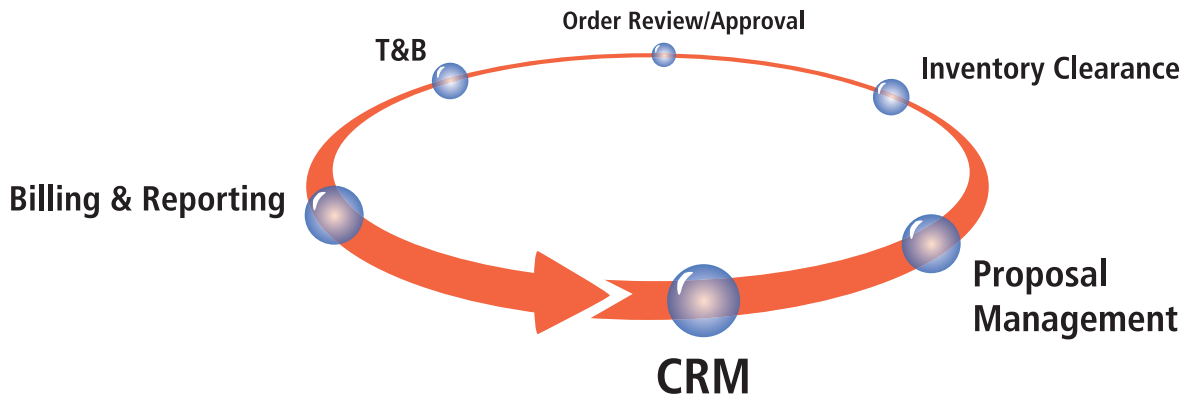
KEY CAPABILITIES INCLUDE

- Proposal entry/modification
- Multi-tiered, web-based proposal routing, review, and approval
- Seamless transition from proposal to Novar contract
- Exception reporting
- Integrated Rate Card
- Printed proposal, formatted for presentation to a prospective advertiser
- Real-time inventory comparison to proposals
- Full Customer Relationship Management (CRM) system



MediaExec CRM Dashboard provides an overview of key business data.

MediaExec™ provides the framework for complete sales cycle management utilizing an inclusive CRM system, enhanced ProposalPlus proposal management capabilities, and a dynamic post-buy workflow.



CRM features and benefits

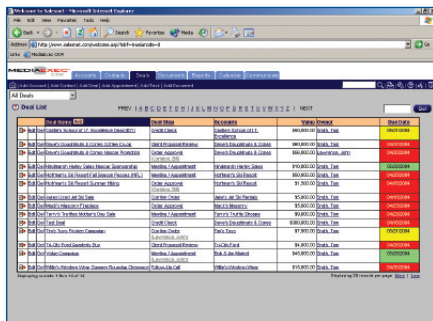
- Manage accounts and sales opportunities
- Dynamic dashboards
- Patent-pending workflow technology
- Web-based, intuitive user interface, and remote access
- Link e-mail, tasks, appointments, and contacts
- Forecasting
- Security

ProposalPlus features and benefits

- Proposal Status
- Proposal Entry
- Proposal Import
- Formal Advertiser Proposals
- Proposal Approval Process
- Pipeline Management
- Rate Card
- Inventory Check
- Modify Active Orders

Remote Office features and benefits

- **Scheduling Exceptions**
 Help alert the AE's to schedule and ad copy issues with the combined AE Exception Report. Listing of scheduling exceptions, ad copy problems, as well as links to the related information — copy library, contracts, and the schedule itself.
- **Proposal Review**
 Intuitive conduit for proposals submitted by AE's to pass through appropriate approval levels and ultimately into Novar — seamlessly. View proposed order details, inventory comparison, rate card deviation, and other relevant statistics needed to determine whether to approve — or disapprove — a proposed order.
- **AE Setup**



Line #	Total Line	Class	Rate Card	Rate	Est. Amount	Estimate	Exception
1	4786	0	0	1.75	0	0	0
2	4786	0	0	1.75	0	0	0
3	4786	0	0	1.75	0	0	0
4	4786	0	0	1.75	0	0	0
5	4786	0	0	1.75	0	0	0
6	4786	0	0	1.75	0	0	0
7	4786	0	0	1.75	0	0	0
8	4786	0	0	1.75	0	0	0
9	4786	0	0	1.75	0	0	0
10	4786	0	0	1.75	0	0	0
11	4786	0	0	1.75	0	0	0
12	4786	0	0	1.75	0	0	0
13	4786	0	0	1.75	0	0	0
14	4786	0	0	1.75	0	0	0
15	4786	0	0	1.75	0	0	0
16	4786	0	0	1.75	0	0	0
17	4786	0	0	1.75	0	0	0
18	4786	0	0	1.75	0	0	0
19	4786	0	0	1.75	0	0	0
20	4786	0	0	1.75	0	0	0

Check inventory while entering your proposal with MediaExec ProposalPlus

Manage proposed deals with MediaExec CRM

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