

Etere
a consistent system

CONSUMERS & USERS

ADVERTISING AGENCIES

MARKETERS

CONTRACTORS

MAINTENANCE & REPAIR

RETAILERS

MANUFACTURERS

GOVERNMENT

EDUCATION

HEALTHCARE

ENTERTAINMENT

SPORTS

TECHNOLOGY

FINANCIAL SERVICES

REAL ESTATE

TRAVEL

UTILITIES



Airsales

Etere incorporates a range of broadcast traffic sales solution to manage the end-to-end operations of airsals with high levels of scalability and flexibility. Reduce costs and operational complexity with Etere's flexible and reliable products.

In the fast-paced world of broadcast airsals, unprecedented challenges are inevitable. To thrive in the competitive landscape and to amplify returns, Etere Airsals solution is designed to empower users through a solid framework and an end-to-end workflow solution that streamlines content delivery, increase operational efficiency and lower the cost of ownership. Log on to the Airsals system via the web to gain complete access over the commercial planning system, thus enabling your sales team to create contracts and make commercial bookings even while on the move.

Robust and Reliable Airsales

Etere Airsales is an integrated solution for traffic, accounting and all sales management-related operations.

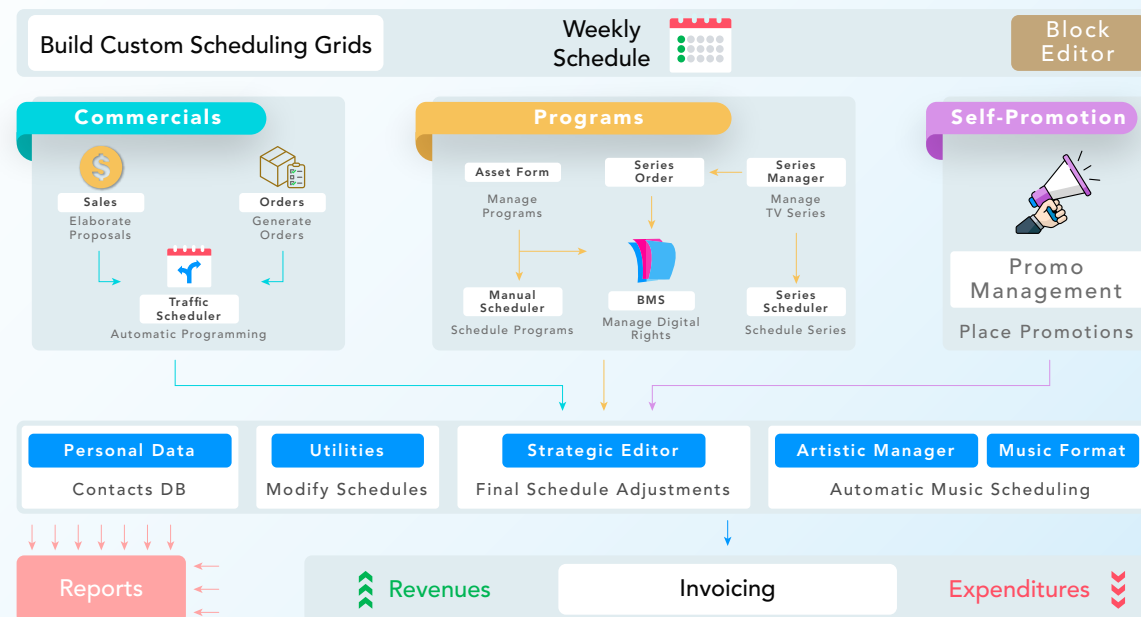
Etere manages the full spectrum of advertising sales including pre-sales and post-sales activities, sales campaigns, customer relationship proposals, commercial planning, invoicing, salesmen and agencies commissions. Airsales is completely scalable to your business size and needs, from a single-station setup to a multinational corporation.

- Multi-day inventory view for managing inventory across multiple days/weeks
- Maximise returns on investment and reduce operating costs
- Centralized campaign planning and placements
- Sales and account management
- Business intelligence data to optimise workflows with post transmission analysis, real-time reporting and statistics
- Ability to import data from traffic systems
- Seamless integration with automation systems
- Web management takes your collaborations beyond the office
- Better accuracy, higher productivity and enhanced visibility

Ready To Drive Your Workflows Wherever You Are

Etere Airsales can be accessed on any internet browser from a PC, laptop, tablet or mobile phone. Etere gives you the flexibility to stay connected wherever you are.

Full Version: Air Sales



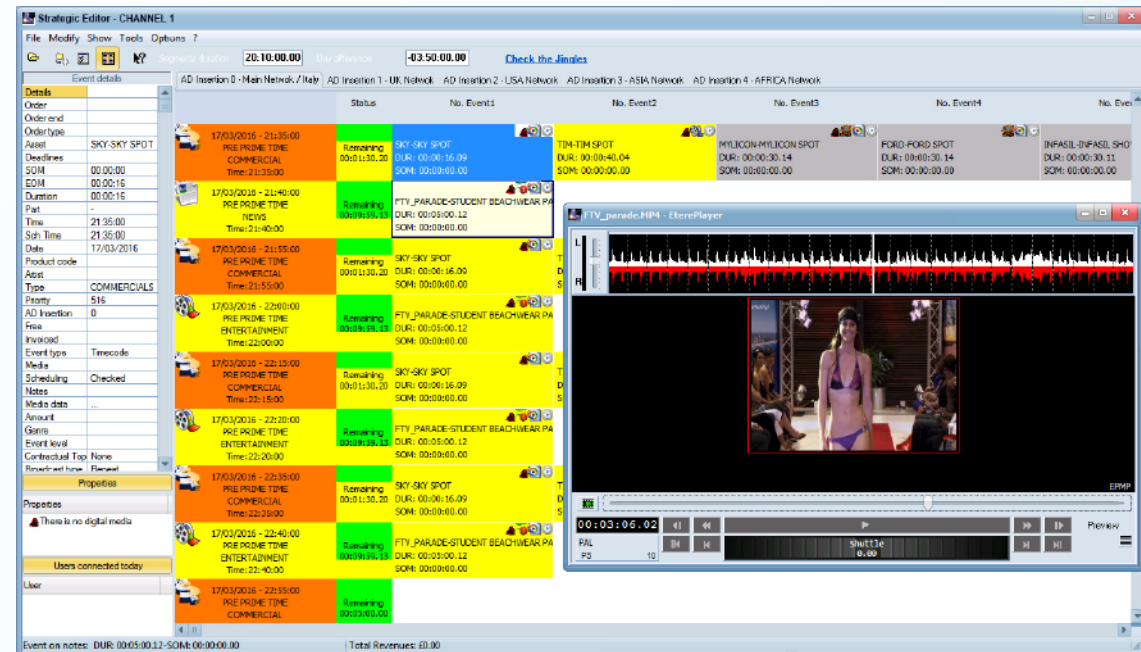
Scheduling

Airsales commercial scheduling tool ensures that commercial orders are generated and managed efficiently, thus maximising productivity and air time planning.

- Auto-reservations based on contractual rules and placeholders
- White and Black lists for priority scheduling and rescheduling
- Supported manual intervention at any point with easy drag and drop tool
- Scheduling history and document management
- Real-time monitoring of commercial crowding and proxies
- Scheduling on alternative schedules and multiple networks

Low-Res Preview Video in MAM

Now you can preview media files stored in Etere MAM through Airsales from a single login. With a single interface, you can manage your complete Airsales operations.



Sales Management, Approvals, Delivery and Invoicing

Etere manages the full spectrum of advertising sales including pre-sales and post-sales activities, sales campaigns, customer relationship proposals, commercial planning, invoicing, salesmen and agencies commissions.

Proposal Management

- Single and multi-year orders for primary and secondary events
- Scheduling rules for automatic campaigns planning
- Approval control of contract discrepancies
- Manage tax codes, payment terms, commissions
- Rights management for supervisors and salesmen

Order management

- Commercial order to collect and report costs and revenue generated from selling commercial slots
- Manage salesmen data and paid commission
- Insert multiple order lines for each order
- Settle invoice deadlines and salesman payments

Commercials Management

- Multiple assets (e.g. for different channels or periods) proposal creations
- Customised sales proposals and orders according to the customer's specifications
- Key booking features such as automatic pricing based on time of the day
- Spot placements based on key scheduling criteria

Commercial Orders Management

