



PRODUCT OVERVIEW Specifically used by all types of written media (daily, weekly or monthly publications), Visual Dolphin Distribution Module helps the organization manage its operations with speed, smoothness and security. The module assigns the number of printed copies (for each issue) to the related distribution company with a detailed statement by zone, client addresses (targets) and number of copies. It permits issuing invoices to the target customers, manage the returns and consequently generate credit notes. The distribution module provides a large variety of reports and analysis on the distribution operation.

DISTRIBUTION



Target Clients

A detailed file of the clients expecting the delivery of the publications. The file includes billing information and multiple zones and addresses. The target client could be a kiosk, a book store, an airline or club...

A client could have many locations identified mainly by zone.

Zone File

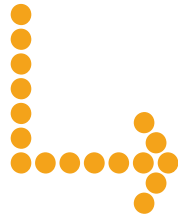
It is the area covered by the distribution company. The zone could be a city or country. Distribution firms are identified by the zone they cover; and each customer may be located in one or many zones depending on the various branches / locations he has.

Distributor

Any third party to which the publisher outsources the distribution is considered aq distributor. Each country where the publication is being sold or distributed could have one or more distributors. Same applies for each remote area that could be covered by third-party distribution companies.

Price List

Distribution rates and preset discounts are set through a price list per publication.



Price Code	Activity	Currency	Price	Discount	Provision
Liban	ADVERTISING	LL	10,000.00	0.00	20.00
Liban HS	ADVERTISING	LL	10,000.00	0.00	20.00
Liban PO	ADVERTISING	LL	10,000.00	0.00	23.00



Diffusion Order

Each time a new issue is released, the publisher selects a zone and gets a list of clients covered by this area. He enters the level of each target client, the number of copies to deliver and selects one of the distributors covering this zone. Based on this selection, the system generates a summary report for the copies delivered / shipped to each distributor with a statement of delivery details to be processed by the distribution company. The statement includes the list of clients and the number of copies for each of them. The same operation could cover simultaneously many publications issued by the publisher.

Date	Client	Distributeur	Tarifs	Qty	Free Qty
	HOPITAL HOTEL DIEU DE FRANCE	HOPITAL HOTEL DIEU DE F	10	0	18
	MESSAGERIES DU MOYEN ORIENT	MESSAGERIES DU MOYEN	4.150	40	4.020

Diffusion order can be as well generated automatically based on a preset template for the number of copies to be delivered to each of the target client..

Date	Client	Distributeur	Num Copies Deliv	Num Copies Free	Shipped	Not Attached
	HOPITAL HOTEL DIEU DE FRANCE	HOPITAL HOTEL DIEU DE F	10	0	18	0
	MESSAGERIES DU MOYEN ORIENT	MESSAGERIES DU MOYEN	4.150	40	4.020	0



Generalities

- Clients could be invoiced immediately or could have the publications delivered on consignment and invoiced once upon return is done.
- Invoices or delivery notes may be generated separately from the distribution list. Same for the returns.

Reports

A variety of reports can be produced by country, by city of distribution, by type of customers (book stores, groceries, corporate institutions...) by distributor, by publication, by issue number... Detailed analysis for the returns and return rate through all the criteria above can be generated as well.



ABOUT SOFTWARE DESIGN

Software Design Consulting Group SAL was founded in 1986. The company specializes in providing software business solutions to local and foreign clients through management consulting and software applications. SDCG is a client oriented organization group providing turnkey solutions to medium and large-scale firms with a dedicated commitment based on advising and support in software development and system implementation.

Software Design Consulting Group is in the business of providing Business Solutions.

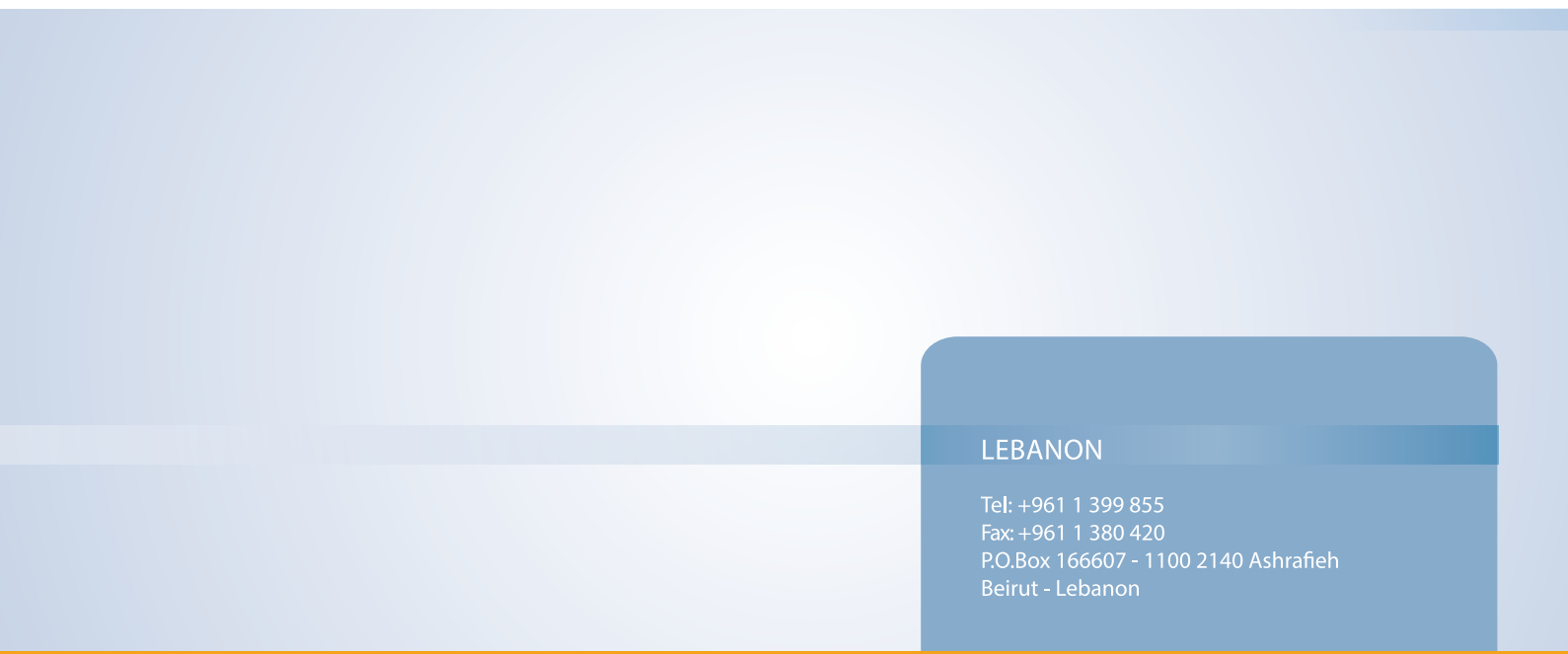
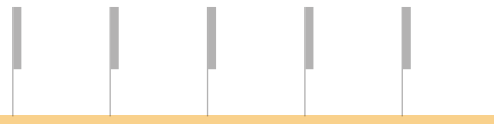
The clients' portfolio comprises a wide spectrum of activities covering the commercial, financial and industrial sectors. This approach is done through in house developed Dolphin or Visual Dolphin Standard applications, through custom made projects tailored to fit our client specific needs.

The knowledge of our markets and the understanding of the customer's requirements are reflected in each and every Software Design product.

Software Design solutions are designed to fit virtually any size operation from the small shop with basic requirements to the large, multi-site client needing a full featured enterprise solution.

Support and Servicing

Software Design is committed to the satisfaction of its clients. Recognizing the strategic importance of Visual Dolphin within international organizations, we have built a network of regional branches and a qualified channel of distributors to be close to our clients and ensure that Visual Dolphin constantly satisfy the most demanding international requirements.



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