



**PRODUCT OVERVIEW** Visual Dolphin Subscription Module consists on tracking all subscribers with their numerous delivery addresses, renewal dates, various publications subscribing to, contact names and receivable accounts. Subscribers can be normal customers, companies, large size institutions (banks, governments, NGOs...). Subscriptions apply to the free or paid customers (readers).

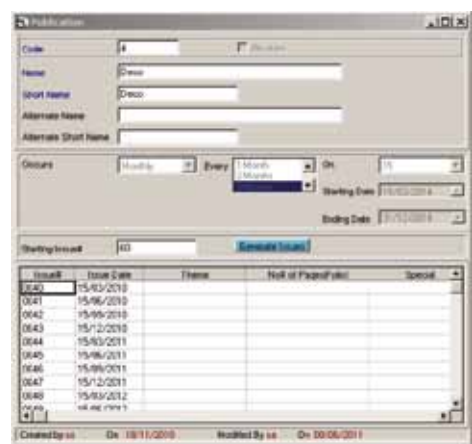


# SUBSCRIPTION



## Publication

Every publication needs to be identified in the module prior to the creation of the contracts. The issues frequency and occurrence are defined at this stage. Issues can be automatically generated based on the parameters of starting and ending period and the publishing time of the publication.



## Price List

Subscription rates to be applied for the subscribers to any publication are set through a price list per zone, period and currency.

Publication	Zone	Paid Name	Subscription Period	Currency	Free	Price
Femme	AMER	Paid	1 Year	USD		200.000
Femme	AMER	Paid	2 Years	USD		400.000
Femme	MEA	Paid	Use Defined	LL		7.000.000
Femme	EURO	Paid	1 Year	EUR		170.000
Femme	ASE	Paid	1 Year	USD		200.000
Femme	LESA	Paid	3 Months	LL		48.000.000
Femme	LESA	Paid	1 Year	LL		96.000.000
Femme	LESA	Paid	2 Years	LL		168.000.000
Femme	LESA	Paid	Use Defined	LL		7.000.000
Femme	ANAB	Paid	1 Year	USD		1.25.000
Femme	AFRQ	Paid	1 Year	USD		200.000
Magazine	AMER	Paid	3 Months	USD		250.000
Magazine	AMER	Paid	1 Year	USD		485.000
Magazine	MEA	Paid	Use Defined	LL		2.804.670
Magazine	EURO	Paid	3 Months	EUR		1.35.000
Magazine	EURO	Paid	1 Year	EUR		2.45.000
Magazine	ASE	Paid	3 Months	USD		250.000
Magazine	ASE	Paid	1 Year	USD		485.000
Magazine	MMS	Paid	1 Year	PSA		500.000
Magazine	LESA	Paid	3 Months	LL		65.000.000
Magazine	LESA	Paid	3 Months	LL		130.000.000
Magazine	LESA	Paid	1 Year	LL		258.000.000



## Clients

Clients are identified with their complete address information. They can be categorized as corporate, individual or institutions.

## Subscription Contract

A subscription contract between the publisher and a reader (or a company) for a limited period of time can be easily created in the module. The various publications the client is subscribing to and the period are specified. The contract mentions the type of media required, internet, paper or other special editions, the total number of copies to be delivered to several readers located in one place or several different locations. It specifies as well the vehicle for delivery (post, fast courier, air shipment, companies internal staff, distributor..).

Subscription contracts can be renewed as bulk automatically to ease the renewal re-entries. Contracts period can also be extended easily by specifying the contract number and the additional days to prolong.

Invoices related to the contracts are posted to Visual Dolphin financial modules, where the receivable module helps tracking the collections.

The subscription module offers various flexibilities such as:

- Changes of delivery addresses (seasonal delivery address, summer or winter)
- Extension of the contract duration (for ex. compensation due to non printing of issues during a period of time...)
- Swapping a client status from paid to free or vice versa
- Issuing reminder letters for the renewal of the subscriptions: Letters are programmed in a frequency of 3 or 4 times and sent prior to the expiration of the contract.

Subscription Contract Form Fields:

- Client Name: SALIN GARY
- Address: [Empty]
- Subscription Period: 1 Year
- Currency: USD
- Start Date: [Empty]
- End Date: [Empty]

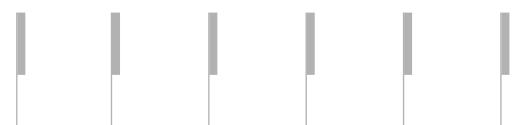
Publication	Type	Price Paid	Subscription	Expire Date	Null Issue	Total Copies	Currency
Magazine	PAID	1.250.000	1 Year	31/03/2011	0	1	USD

Summary: Total Amount: 0

## Daily Distribution Report

The distribution module is rich in operational reports. A complete set of reports covers the listing of contracts sold between two periods, invoices issued, list of itineraries by route of distribution, labels... Another set is related to revenues analysis by client, client type, source of lead, salesman, renewed or new business, branch, region or country, free or paid...

Labels can be printed with the detailed addresses of the subscribers. They are sorted by zone and by the distribution vehicle.



# ••• ABOUT SOFTWARE DESIGN

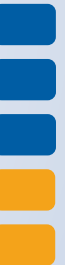
Software Design Consulting Group SAL was founded in 1986. The company specializes in providing software business solutions to local and foreign clients through management consulting and software applications. SDCG is a client oriented organization group providing turnkey solutions to medium and large-scale 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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