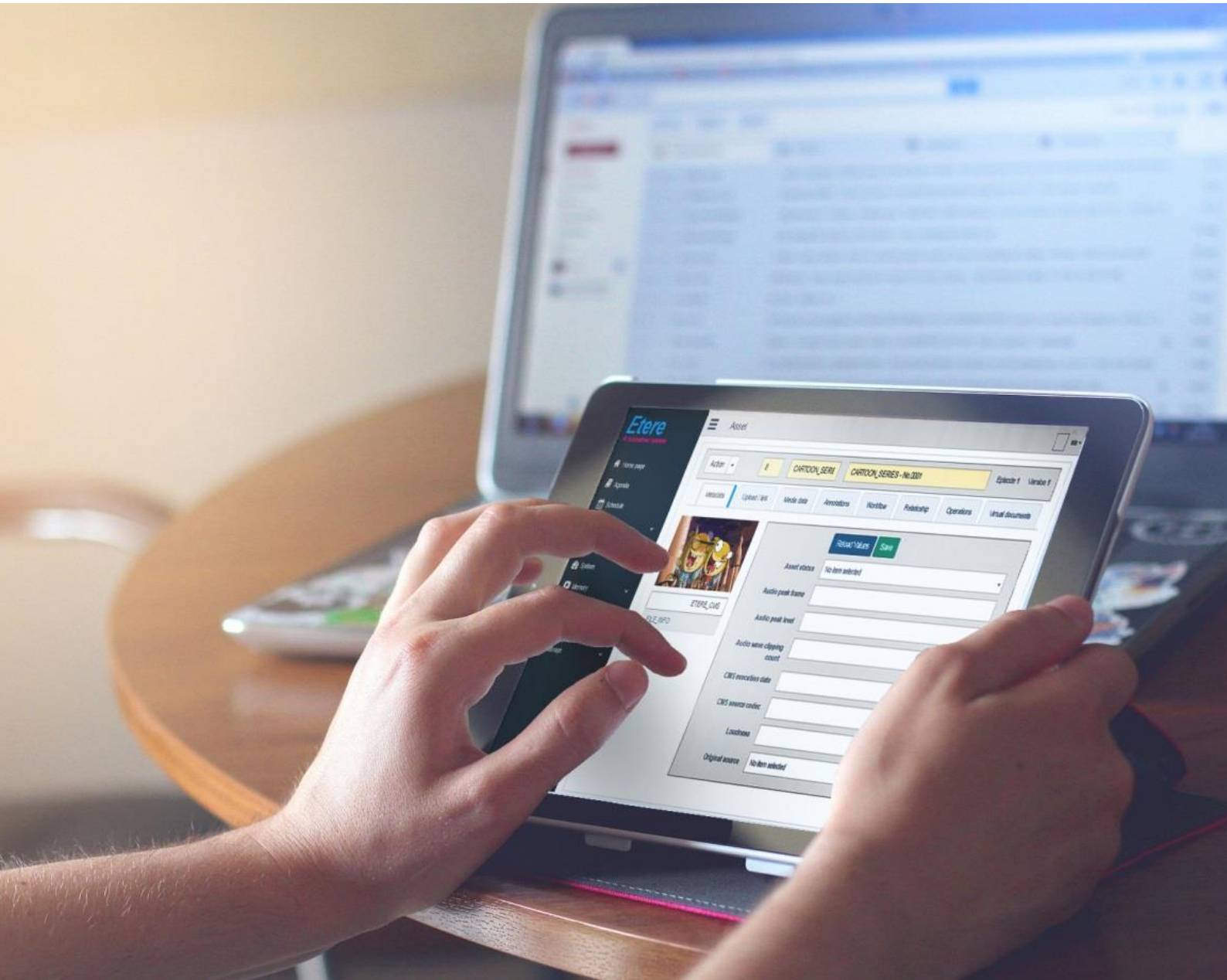




## Etere Airsales A Detailed Comparison

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Presented by

Etere

KEY FEATURES	FULL version	LITE version
<b>MANAGEMENT features</b>		
Centralized management of an <b>assets repository</b>	●	●
Customers <b>personal data</b> management	●	●
<b>Specific roles</b> for customers, suppliers, agencies and salesmen	●	●
Set of <b>permissions and restrictions</b> for specific functions	●	●
Management of <b>sales proposals</b>	●	●
<b>Monthly budgets</b> for monitoring revenues and expenses	●	●
<b>Credit agreements</b> for limiting proposals issuance	●	●
Support of both, <b>pre-paid</b> and <b>post-paid</b> orders	●	●
Passage of an <b>approval workflow</b> for all proposals	●	●
Direct entry and management of <b>orders for commercials</b>	●	●
Possibility of <b>assigning the same asset</b> to different orders or details	●	●
Possibility of collecting orders <b>payments in installments</b>	●	●
Automatic calculation of order's amounts based on <b>price lists</b>	●	●
Complete logs for all <b>operations performed</b> for orders	●	●
Dedicated module for the <b>management of TV series</b>	●	●
Entry and management of <b>orders for TV series</b>	●	●
<b>PLACEMENT features</b>		
Traffic playlist based on a pre-configured <b>scheduling grid</b>	●	●
<b>Rules</b> for scheduling at fixed-times, using rotation tables and priorities	●	●
<b>Advanced rules</b> for scheduling optimized and top/bottom events	●	●

Use of <b>black lists</b> for deleted and unplaced events	●	
<b>Split networks</b> for regional ads insertion	●	
Possibility of using different <b>scheduling levels</b> (alternative schedules)	●	
Separate module for <b>scheduling programs</b>	●	●
Possibility of <b>placing TV series</b> over long-term periods	●	●
Placement and monitoring of station's <b>promos</b>	●	
<b>Rotating placement/replacement</b> of commercial orders and events	●	
Possibility of <b>filling up</b> remaining spaces in the schedule	●	●
Scheduling controls for runs number, product codes and intervals	●	●
Scheduling controls for broadcast rights and parental guidance	●	
Automatic <b>scheduling engine</b> for commercial orders	●	
Graphical module for real-time <b>schedule adjustments</b>	●	
Special music formats for an automated <b>music scheduling</b>	●	
<b>Errors detection tool</b> for traffic schedules	●	
Drag and drop insertion of <b>top-ups</b> for free supplementary scheduling	●	
Possibility of placing spots for <b>make goods</b>	●	●
<b>BILLING features</b>		
Manual and automatic <b>generation of invoices</b>	●	●
Generation and settlement of <b>payment deadlines</b>	●	●
Issuance of eventual <b>credit notes</b>	●	●
Supported charges (commissions, dubbing, production, discounts)	●	●
Calculation, settlement and monitoring of <b>salesmen commissions</b>	●	●
Single and multiple <b>invoices printing</b>	●	●
Customer's <b>credit agreements</b> monitoring	●	●
Simplified module for <b>settling payments</b>	●	●
Transactions recorded and viewed based on a <b>book of prime entry</b>	●	●

Ledger cards based on a user-defined <b>chart of accounts</b>	●	●
Either <b>common or separate accounting</b> for different stations	●	●
<b>Turnover consultation</b> for specific customers/suppliers	●	●
<b>Journal Entries</b> reports including Sales VAT Register, VAT Return, etc	●	●
<b>REPORTING features</b>		
Reporting service with more than 60 <b>traffic specific reports</b>	●	●
Specialized reports for monitoring <b>revenues and inventory</b>	●	●
Capability of <b>fully customizing</b> reports	●	●
<b>INTEGRATION features</b>		
Import/export of <b>traffic structures</b>	●	●
Import/export of <b>sales proposals</b>	●	●
Import/export of <b>commercial events</b>	●	●
Integration for <b>automation systems</b>	●	●