



# RAM-COMM

## RADIO AUTOMATION MANAGEMENT – COMMERCIAL

### RAM-COMM BASE

RAM-COMM is a software designed for the complete, effective and reliable management of advertising sale in radio or TV broadcasting stations as well as in advertising agencies. RAM-COMM is an extremely adaptable product in that it can be customized and tailored for each client.

Ready for the Euro, RAM-COMM manages the advertising sale right from the stipulation of the contract with the client to the billing, from the issue of cash orders to the management of payments and bills outstanding.

An Export file is supplied for connection to the most common accounting software.

RAM-COMM allows the creation of advertising schedules and the management of the accounting and business activities of the radio station. Actually, it enables you to insert an unlimited number of clients (also distinguishing the stipulator of a contract from the person whom the billing must be submitted to), of contracts (with expenses incurred for the production of the spot commercial, operating costs, agents up to 50, purchased commercials and installments to be invoiced) and commercials' broadcast hour-points for each programming period.

#### Contract management

This function allows to split up purchased commercials according to Campaign (standard, promotional, etc.), Broadcaster (Radio, TV, Press, etc.), Typology (15 sec commercials, 30 sec. commercials, etc.) and Area (statistics can be calculated for each area). For each contract it is possible to define an unlimited number of schedules indicating the broadcasting period, the number of commercials per day, the product category, the length of the commercial, the priority of the band and, for each area to be programmed, the hour-points of the first day of programming, also distinguishing between fixed or rotating hour-points.

#### Traffic

This function allows to insert hour-points manually or to calculate them automatically (indicating into which bands must be distributed as well as the number of hour-points for each band), in order to avoid conflicts of client or of Product Category and the overshooting of the maximum length established for each advertising hour-point. Finally, the daily schedule can be displayed and modified for each single area adding, moving or deleting commercials before broadcasting them.

#### Commercial Statistics

This function allows to define: *Expired Contracts* (contracts with no more traffic at a certain date); *Suspended Contracts* (with programmable commercials left at the end of the last programming period); *Monthly Commercials List* (Cost and Number of programmed commercials within a certain span); *Periods Starts* (programming periods that will start within a certain span); *Periods Maturities* (programming periods that will end within a certain span); *Programming Periods* (programming periods on air within a certain span).

#### Accounting Statistics

This function allows to define: *List of contracts* (contracts stipulated in a certain period, with purchased and consumed commercials and the relevant costs); *Payments* (installments to be invoiced within a certain span); *Business Statement* (in a given period, with the last programming period loaded and the last installment); *Statistics: Agent* (statistics on the calculation of commission for a specific agent).

#### Traffic Statistics

*List of commercials* (list of commercials being aired in a given period); *List of commercials Length* (length of each advertising hour-point, with indication of the area with the longest duration and of the seconds necessary for other areas to attain the maximum); *List of commercials Percentage* (percentage of commercials per daily hour with number of commercials on-air); *Available Time* (time still available to complete the filling of the advertising hour-point); *Use* (advertising loaded for each advertising hour-point).



## RAM-COMM NETKEY.

Hardware key necessary for the purchase of optional packages or for the running of Ram-Comm on the net).

## RAM-COMM PREMIUMPACK

This pack allows to manage the media rotation (one single programming to broadcast many audios), tails (with no need to edit them together with the commercial) and premiums.

Moreover, it enables to define promotional packages (with predefined hour-points for each week of the year, for each day of the week, for each day of the month or of the year) and STAND BY packages.

## RAM-COMM GESTPACK

This pack allows to insert up to 50 agents with different commission percentages and to indicate whether a subagent is referred to. It also enables to define the commission calculation type (on Contract basis or on a Commission basis) as well as to indicate whether costs must be considered in the Contract statistics and Invoice statistics for a specific agent.

## RAM-COMM-FATT (BILLING)

### Billing

This function allows: to insert invoices or credit notes; to insert automatic invoices, with withdrawal of installments of a given period from contracts and the possibility, for contracts on consumption, to choose the type of description to be inserted in the invoice (Subject, Notes on installments, Price per commercial, Broadcast days of the week with number of days in the period, Number of commercial per day, Number of broadcast commercials and Broadcasters); to insert manual or automatic cash orders; to manage the statement of account of a client (with settled and unsettled payments).

### Billing Statistics

*VAT statistics* (VAT calculation for each month on issued invoices in a specific year); *Billing per Seller* (calculation of billing for a specific seller in a given year, in relation to the previous year); *Issued Invoices* (invoices issued in a given period); *Bill-book* (print of payments' history in a given period and, if necessary, for a specific client).

## RAM-COMM OPTIONPACK

This package allows the management of the Import, which loads traffic provided by advertising agencies.

## RAM-COMM OPTIMIZE

RAM-OPTIMIZE is useful for clients who manage several advertising zones and therefore need systems for compensating different zones: RAM-OPTIMIZE reads the lengths of commercials to broadcast and, according to established parameters, tries to optimize the use of compensating bases replacing them by different audio (promos, songs etc.). Besides defining the bands into which filling songs or bases must be inserted, you can indicate whether they must be broadcast entirely or cut at any point, whether they must be inserted before or after the commercial, if specific fillings must be broadcast at particular hours of the day and the type of rotation (complete or with the minimum number of fillings).

## TELE-ASSISTANCE

Axel provides you with its exclusive Tele-Assistance assistance service which gives the customer a quick and qualified reference for the solution of any kind of problem. The service can be accessed by telephone, via the Internet or via modem: this last modality enables the operator to directly step in on the installed product through an appropriate remote assistance software.

## CUSTOMIZATION

Ram-Comm procedures, lists, and prints of Ram-Comm can always be customized.

## SYSTEM REQUIREMENTS

**CPU:** Pentium 133 or superior with minimum 64MB RAM

**Operating System:** Windows 98se/NT

**Hard Disk:** minimum 50 MB for each workstation

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