

The MultiPub™ System

Detailed Product Information

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Executive Summary

Datasystem Solutions, Inc.

Datasystem Solutions, Inc. has been in business since 1978, concentrating on providing systems for the publishing industry since 1984. Our company, located in Overland Park, Kansas, has built its reputation by offering flexible and sophisticated software products for the publishing industry, coupled with outstanding consulting, customization, training and customer service.

DSI began working with the publishing industry in 1984 when our founder and president, Mrs. Gay H. Manning, was asked to write a circulation system for two publishers who had employed her to develop other software products. Their company grew, and DSI grew as well.

The MultiPub System

Our MultiPub System was developed to meet the needs of a variety of publishers:

- Subscription-based and one-shot products
- Paid and controlled
- Consumer and B-to-B
- Electronic and print

Additionally, we have found that our typical customers can be classified as atypical publishers: companies which offer lots of subscription-based and one-shot products, feature both print and electronic products, need extensive marketing analysis and list tracking, have a need for consolidated invoices and renewals, have complex delivery requirements, have audited publications, need a true Accounts Receivable system, and collect extensive demographics are very good candidates for MultiPub.

Today, our customer list is quite diverse, representing a wide spectrum of requirements and products. And some of them are not publishers at all. However, they sell products on a subscription basis and have adopted parts of the publishing business model

Comparing MultiPub to our Competition

DSI does not simply sell you our software – we are constantly working to improve our software and add new features to provide your organization with the efficiencies needed for you to succeed.

- MultiPub was one of the first products to offer a web module, **Mult-e-commerce**, so that you may connect your fulfillment system to your web site to eliminate duplication of effort.
- MultiPub is very flexible, allowing you to configure the system to your business by simply turning options "on" or "off" as needed.

The MultiPub System Executive Summary

- MultiPub's CRM features enable you to stay in contact with your clients to build and maintain your customer relationships.
- It features an ODBC-compliant database engine, which can use third-party report writers to supplement the already extensive MultiPub report package.
- DSI also offers DataPA to provide report writing, graphic, charting, and dashboards.
- MultiPub interfaces with *many* third-party packages such as Satori or SAP/Business Objects/Firstlogic/Postalsoft™ for CASS certification and Presort software, CCH Sales Tax tables, Paypal/Verisign electronic credit card processing, and most GL packages on the market.
- MultiPub features an integrated Inventory Module for combining product/book sales and subscription sales in an integrated database. The Inventory Module features kits, pick lists, multiple warehouses, and more.
- MultiPub offers modules to help you grow your business without hiring additional staff, e.g.,
 - A Lockbox Processing Module for electronically importing and applying payment transactions.
 - A Barcode/Scan Module for scanning renewal and payment transactions.
 - An ACS Module for electronically importing address changes and cancellations because of non-deliverable addresses from the USPS ACS and OneCode ACS options.
 - Import/Export options to integrate MultiPub with outside data entry services, telemarketing agencies, websites, and other outside service companies.
- DSI is eager to learn your business, provide circulation business consulting, and perform customized programming if necessary. During the sales process we will determine if your needs are a close fit for our system. If those needs do not diverge too far from the features of our core product, we will work with you to customize the system to work even better for you. This customization is available as you continue to be a MultiPub customer and your organization changes.
- DSI has an active users group, the MultiPub Users Group (MPUG), which meets to share applications and interests, participate in training sessions, and help us improve our product. This users group meets approximately once a year.

<p style="text-align: center;">The MultiPub System Executive Summary</p>

Who are our customers?

The following is a list of a few MultiPub customers. If you would like a list of references, please call DSI and we can provide you with contact names and phone numbers of companies that might be similar to yours.

Advanstar Communications/Superior Fulfillment
American City Business Journals
American Health Consultants
BCA Research
Business & Legal Reports
Business Valuation Resources
Fastline Publications
FDC Reports, an Elsevier company
Harris Publications
Hemmings Motor News
Incisive Media Group, formerly American Lawyer Media Group
Journal of Bone and Joint Surgery
National Business Media
Penny Press
Pike & Fischer, a BNA subsidiary
Securities Data Publishing Group
Sheshunoff Information Systems
Simmons Boardman
Source Media
Street and Smith's Sports Group
Thompson Publishing Group
Thomson Financial Publishing
UpToDate
West Group

<p style="text-align: center;">The MultiPub System Description of Modules</p>

Description of Modules

The MultiPub System

In addition to the base features in MultiPub for order entry, customer service, import/export, accounting, credit card processing, fulfillment, reporting, campaigns and promotions, additional modules are also available:

Address Change Service (ACS) and OneCode ACS Integration

The USPS offers an automated address change service. DSI offers an ACS module that will print the participant number on the label, and allow for the electronic import of address changes as well as cancellation for bad address.

Audit Module

The Audit Module is a separate module available to those customers who have ABC/BPA audited publications. This module consists of the audit reports, galleys, “proof-pool” reports, the ability to archive the audited issue for use when the auditor is on-site, queries against the archived database, and more.

Automated Sales Tax Processing

DSI offers electronic importing of tax tables. You may subscribe to a monthly or quarterly update service that will provide you with the latest tax tables for your taxable jurisdictions. The system will then calculate the sales tax for the state, county (if you use Satori or Postalsoft), city, or zip code.

Barcode/Scan Module

The Barcode/Scan module allows for printing a barcode on invoice and renewal forms and scanning that information back into MultiPub. It allows for very fast processing by minimizing the number of keystrokes. It requires a printer with barcode printing capabilities, and wands or scanners, which attach to most computers.

Continuing Education Credits

For those publishers who offer continuing education credits as part of their product line, MultiPub has a module for processing them. You may define exams, import test scores or enter them by hand, print certificates, and produce the reports necessary for the various accredited organizations.

Finder Number Database

DSI has a module for storing large database lists in a subsidiary database connected to MultiPub. When individuals in the Finder Number Database respond to your marketing efforts, they may be converted to subscribers without having to perform data entry. This module is best used to store lists purchased for one-time use.

<p style="text-align: center;">The MultiPub System Description of Modules</p>

Inventory

The Inventory Module is a management system that provides for setting up multiple warehouses, the ability to backorder items, finished goods assembly reporting, and other features necessary in inventory control.

List Management Module

The List Management Module includes functionality for selecting individuals for a list (to be rented to an outside party), marking the name as selected, billing the list sale, and future selects based on previous selection criteria.

Lockbox Processing Module

MultiPub has a module for importing payment information from an ASCII file. This module is used to handle payments mailed to a lockbox, processed by the bank, and then forwarded in the form of a file. You may select to print a scan line on your invoices and renewals. This scan line can be read by your bank, an ASCII file created from the information, and the file sent to MultiPub.

Multi-e-commerce

DSI offers the ability to connect your web site to MultiPub via the Multi-e-commerce module. This application allows you to control your web site and also have access to data in the MultiPub database. Functionality includes the ability to create orders, to allow customers the ability to enter their own address changes, to perform access control for authentication of your on-line products, and to design web forms for subscriber entry. It can integrate with java, asp.net or xml technologies.

Multi-Currency

MultiPub offers a foreign currency module for MultiPub. This module allows you to print amounts in the appropriate currency on the customer's renewals and invoices; however, the system will record the amounts in your native currency for accounting purposes.

Multi-List

MultiPub has a module that allows you to store more than one list code for a subscriber. As lists are imported and the system performs a duplicate detection, instead of purging or not importing the name, if a duplicate is identified, the new list code is appended to the existing record. This module is used primarily on lists you own that you can use repeatedly (i.e. not for lists rented for one-time use).

Royalty Module

The Royalty Module from DSI provides the ability to specify the authors for each book and the royalty percentage, how royalties are to be paid, and royalty statements.

<p style="text-align: center;">The MultiPub System Description of Modules</p>

USPS Requirements

DSI is a licensed reseller for both Satori and SAP/Business Objects/Postalsoft Cass Certification, Address Correction, Postal Presort, Barcoded Labels, and DPV/LACSLink modules. Address Correction is available both interactive with data entry (for new subscribers and address changes) and in batch mode (for updating your database whenever you choose to do so).

<p style="text-align: center;">The MultiPub System Software as a Service (SaaS)</p>

Software as a Service

Explanation

MultiPub from DSI is available 'on demand' via Software as a Service. This simply means that you have the opportunity to use MultiPub without incurring up-front software license and implementation fees. The software is provided to you for a monthly rental fee which is tied to your volumes and use of the software.

Hosted or In-House

The software can reside either on your server in your office or at the co-location facility of your choice, or on DSI's server. If you choose to utilize DSI's hosting service, you don't have to worry about hardware, backups, operating system upgrades, or hardware upgrades – this is all taken care of by DSI.

Pricing

Pricing is tied to the size of server necessary to run your business (for hosted applications) and the number of users accessing MultiPub.

<p style="text-align: center;">The MultiPub System Hardware Requirements</p>

Hardware Requirements

Server Requirements

Memory Requirements

DSI recommends a minimum of 1 Gb RAM for each system.

Disk Space Requirements

DSI recommends a minimum of six drives to allow us to configure the drives in a RAID 0+1 configuration.

Printers

Printers are not listed. They may be purchased through DSI, or customers may supply their own.

Other configurations are available, featuring fault tolerance, mirroring, etc. Additionally, DSI offers complete Disaster Recovery solutions. We will work with you to determine the most appropriate hardware configuration.

Sample Server Configuration (Mid-Range System)

- HP ProLiant ML530
- 1 – Smart Array 5304/128 Controller
- HP SVGA S700 17” Color Monitor
- 3 – Additional 512 Mb Ram
- 12 - 36 GB Pluggable SCSI Drives
- 40/80GB SCSI DLT Internal Tape Drive
- APC Smart UPS 1400 Net

Client Requirements

- Windows XP, 2000 or Vista
- Minimum 512 Mb Ram, 1 Gb Ram preferred
- 17” monitor – resolution set to minimum of 1024 x 768

<p style="text-align: center;">The MultiPub System Typical Training and Implementation Plan</p>

Typical Training and Implementation Plan

- Week 1: The contract is signed and deposit is sent to DSI. DSI sends a “Welcome Kit” to the customer. The customer sends a test file of data to DSI as soon as possible.
- Week 3: The hardware and software are installed at the customer’s site.
- Week 4: A DSI representative travels to the customer’s site for a Pre-Installation Conference. This is where we work with you to help you set up MultiPub specific to your needs. This is a consulting trip, ranging from three to five days, usually at the customer’s site so that we can interview all parties involved, make sure that everything has been covered, make data conversion determinations, etc.
- Week 5: DSI begins work on the data conversion.
- Week 11: A DSI representative travels to the customer’s site to install the test data and provide one week of Basic Training. This is training on the basics of the system, i.e., customer service, order entry, labels, invoices, renewals, and fulfillment.
- Week 14: DSI receives the conversion file to complete the final live conversion. You are usually “down” for one week, i.e., we receive the data on a Friday, and have it back to you by the Monday (10 days) following (at the latest).
- Week 16: A DSI representative travels to the customer’s site for Go Live! This is not a structured training week, but rather deals with all issues that arise during the first week on a new system.

<p style="text-align: center;">The MultiPub System Conversion Plan</p>

Conversion Plan

The conversion is a key component to the success of the implementation. We all fear difficult conversions; however, you can rest assured that the expertise and experience DSI brings to the conversion will help your conversion be a successful one.

DSI offers two different types of data conversion: 1) Complete Custom Conversion, and 2) a Conversion Package where you perform a portion of the data conversion to help contain costs.

Custom Conversion

We offer a conversion option where DSI performs the entire conversion from start to finish. We take the data in whatever format you have available, convert it and build a MultiPub database.

Conversion Package

If you have a custom in-house system, or in-house expertise, you may choose to put the data in our pre-determined format prior to sending it to us for conversion.

To choose which of the above options is best for you, answer the following questions:

- Do you have in-house programmers or access to other programmers?
- What is available from your current vendor, i.e., do they have out-conversion utilities to use?
- Do you have the data in-house or is it at a service provider?
- Are you knowledgeable regarding the file structure of your current system?
- Do you have major time constraints?

Depending on resources you have available, we will help determine what's best for your implementation.

Conversion Process

The field mapping begins during Pre-Installation Conference. You can expect numerous follow-up telephone calls and e-mails regarding the specifics of conversion. Once the field mapping is complete, we factor in any changes to coding schemes that you might want to incorporate into the data conversion. We then begin the programming for the conversion.

Every conversion is done at least twice, once for testing and review, and later for live use. Our Implementation Plan calls for us to deliver the data in its test converted stage for you to review during your Basic Training. Once that has been approved, we move forward with the live conversion.

<p style="text-align: center;">The MultiPub System Conversion Plan</p>

Balancing goals

- ❑ Accounts Receivable per product, maximum differential of +/- 1% (normally to within \$.01)
- ❑ Deferred Revenue per product, maximum differential of +/- 3% (details are provided on a per subscriber basis so that the reason for any discrepancy is available. We make sure that you are aware of and agree with any conversion decisions that must be made which may cause a change in reporting of Deferred Revenue, such as active/inactive orders, etc.)
- ❑ Counts of active subscribers and copies per product
- ❑ Counts of qualified and non-qualified subs and copies per product
- ❑ Any other relevant counts necessary for your business

DSI Conversion Experience

DSI's experienced conversion team has successfully performed hundreds of data conversions including custom systems as well as most systems available on the market.

Frequently Asked Technical Questions

What is the architecture for MultiPub?

MultiPub features an N-tier architecture utilizing a presentation layer, business logic, an appserver, and a database. The presentation layer is written in Microsoft C#. The business logic is mostly written in the Progress 4GL. The primary database is a Progress database; however, we can use Oracle or Microsoft SQLServer by utilizing dataservers from Progress.

Which operating systems will MultiPub run on?

MultiPub is available on Linux, many versions of UNIX, and Windows platforms.

Which hardware platforms will MultiPub run on?

Because MultiPub runs in Linux, UNIX, or Windows environments, you have many hardware options. For our smaller customers (with a database of less than 500,000 names) we recommend large server-class PC's (our brand of choice is the HP line). Larger customers have the option of multi-processor PC's as well as other platforms.

Accounting Features

The MultiPub System is an integral part of your organization's accounting operations. MultiPub typically serves as the Accounts Receivable module for all items entered and processed through it.

Among the features...

- The Chart of Accounts can be set up with different account numbers available for each product.
- Accounting periods can be user-defined.
- When an order is processed, it is first entered as a transaction file, the transactions can be edited, then posted. The transaction posting process consists of: updating the order with the correct dollar amounts; creating transaction history records for each order, payment, adjustment, etc; creating a distribution record for all affected GL accounts, i.e., earned revenue, deferred revenue, account receivable, cash, etc.; preparing invoices, if the system is defined to produce invoices with order posting; and preparing shipping documents, if the system is defined to ship items with order posting.
- When an issue is served, the labels can also be "posted". This label posting process marks each record as having received the issue and it creates entries in the general ledger to post debits to the deferred income accounts and credits to the earned income accounts.
- Since all General Ledger entries have been created, they may be easily and electronically interfaced with your company-wide General Ledger package. MultiPub allows you to match up the MultiPub account numbers with your GL account numbers (in the event that they are different due to formatting reasons, etc.). Our electronic interface will prepare a file containing your desired GL account numbers and amounts accumulated during the period's activity in MultiPub.
- MultiPub allows you to design invoices by using MultiPub's Forms Design software.
- The Accounting Module features extensive reporting, such as:
 - Aged Accounts Receivable
 - Deferred Revenue
 - Earned Revenue
 - General Ledger Distribution
 - Month-End Balancing -- automatically compares the last period's balances for A/R and Deferred Revenue plus this period's journal entries in the GL to the ending period's balances.
 - And many more. (Please see our Sample Reports packet).
- MultiPub has been audited by several accounting firms, and has passed with "flying colors".

<p style="text-align: center;">The MultiPub System ACS (Address Change Service) Module</p>
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Address Change Service Module

What is ACS?

The USPS provides an electronic Address Change Service (ACS) as an automatic method of providing change-of-address (COA) information. Mailers add a unique code called a "Participant Number" to the address area of the label to identify them as ACS participants. When the USPS receives a piece that is undeliverable-as-addressed (UAA), they create an electronic record of the customer's information. These records are consolidated nightly at the National customer Support Center (NCSC) in Memphis and are provided to ACS mailers according to the frequency you specify. *

The MultiPub System and ACS

The MultiPub System offers an ACS module, which will integrate directly with your automated Address Change Service from the Post Office. The ACS module allows you to automatically print your ACS participant number on each label printed. Once you receive the electronic file from the NCSC, you may then electronically import any address changes and cancellations for bad addresses directly into your MultiPub database.

How can ACS benefit you?

ACS participants are able to use electronically generated address correction information to update their mailing lists more easily and in a timelier manner. The mailer's cost to receive electronic ACS notifications is \$0.20 per record; manual hard copy notifications are \$0.50 per notification. The front-end savings, coupled with the fact that you do not have to manually process the change-of-address or the cancellation-for-bad-address, leads to a two-fold financial benefit to participating mailers*.

*Reference Document: *Address Change Service* (USPS Publication 8)

Automated Sales Tax Module

What is the Automated Sales Tax Module?

DSI provides an Automated Sales Tax Module as an enhancement to The MultiPub System for those customers who must charge and remit sales taxes to multiple jurisdictions. DSI is a reseller for CCH, a Sales Tax Rates and Data supplier, to provide each customer with monthly or quarterly updates to the Tax Tables. You may choose to subscribe to rates for one state, five states, ten states, or all states. These tax rates are received electronically, and may be imported into The MultiPub System. You may obtain additional information from this website: <http://www.salestax.com>. Contact DSI if you would like to order this module and an electronic update subscription.

The tax tables from CCH contain extensive information such as: sales and use tax rates for the entire U.S., its territories, and Canada; all USPS zip codes; rate overrides; maximum taxes; split rates; effective dates; prior rates; location codes; freight rules; labor rules; county FIPS codes; bracket schedules to determine rounding; who administers the taxes for each jurisdiction; and ZIP+2.

Additionally, MultiPub uses Postalsoft's ACE (Address Correction Encoding) product to append county codes to each subscriber's record so that tax calculations can be accurate down to the local level.

MultiPub allows you to specify which products are taxable and which ones are tax-exempt. Some products may be tax-exempt only in certain states. You may also define a different General Ledger Account for each state and country.

How does it work?

When an order is entered, you may first specify whether or not the customer is tax-exempt; if so, you may enter a tax-exempt number. Once the order is entered, MultiPub determines whether or not the order is taxable for that subscriber. The correct sales tax amount is calculated and the sales tax amount field is populated. If an adjustment must later be entered for that order, the system retains what tax rate was charged so that you never over-adjust or over-refund the sales tax amount.

MultiPub features extensive sales tax reporting, with tax reporting for state, county, and local jurisdictions.

Do I need the Automated Sales Tax Module?

Without the Automated Sales Tax Module from DSI, customers must proactively obtain the sales tax rates for each jurisdiction where they file, and then manually enter them into the system. For customers who must calculate multi-jurisdictional taxes, they must create the rate tables for each combination of rates necessary.

Audit Module

The MultiPub System features a sophisticated Audit Module for those publishers who have ABC or BPA audited publications. Many fulfillment systems feature an audit module; however, few provide the level of sophistication found in MultiPub's Audit Module.

The Audit Module includes the following features:

- As you define *each* publication, you may specify which demographic fields you wish to collect, and whether entry in that particular field is optional or required.
- You may define a different list of valid codes for each demographic field for each publication, i.e., Publication A and Publication B may have different function code tables.
- You may define (and enter) an unlimited number of demographic fields for each publication. Data entered in these fields can be reported on the Supplemental Data Audit forms.
- You may define and capture the Personal Identifier question.
- The Audit Module also handles Unit Audited publications. You may define your units and their associated demographic data, and attach orders from the same company to that unit. The Audit Reports are also unitized.
- Audit Reports can be generated, with proof pools available to provide the detail information from every cell of every audit report.
- After the Audit Reports have been tallied for your analyzed issue, you may archive the publication. This procedure pulls the detailed raw data for the desired publication for the desired issue date and prepares two copies of it on tape.
- At the time your auditor arrives on site, you may build an "Archive Database" of the audited issue and pull any audit reports, galleys, or proof pools desired. This has no effect on the current production database.
- MultiPub provides the Additions and Removals report in a hard copy format as well as in ASCII file format to allow you to do your own sorting and formatting.
- MultiPub meets the requirements for computer-to-computer (C2C) auditing.
- MultiPub meets the requirements for auditing digital editions

Continuing Education Credits Module

What is the Continuing Education Credits Module?

The MultiPub System features a module for those publishers who offer continuing education credits to their subscribers. This module is primarily used by business-to-business publishers who work with various governing agencies to provide continuing education credits to their organizations, such as continuing medical education, continuing legal education, etc.

The Continuing Education Credits Module of MultiPub allows you to define tests that correspond with each issue of a publication. The correct answers for each test as well as the passing grade level are entered. Typically, an electronic machine scans tests. The raw ASCII data files are then imported into MultiPub. By comparing the subscriber's raw score for the test to the table of correct answers, MultiPub can determine who passed and who failed the test. MultiPub can print passing certificates and failing labels as appropriate for each subscriber.

Reports are available which may be sent to each governing agency.

<p style="text-align: center;">The MultiPub System Customer Relationship Management System</p>
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CRM System

The CRM functionality built-in to The MultiPub System includes many features which will enable you to stay in touch with your customers.

You may schedule activities or calls for a customer or for a group of customers. When completing the activity, you may record an unlimited number of comments, as well as updating the status of the activity. You may also e-mail your customer directly from MultiPub.

Additionally, the Subscriber Inquiry screen places all pertinent customer information right at the finger-tips of your customer service and sales reps. You can view

- complete order history
- complete transaction history (every payment, order, adjustment, etc.)
- all comments and notes entered for a customer
- call history
- previous address information
- campaign information to view the sales literature/marketing offers presented to the customer
- all list selects (every list for which that name has been selected)

MultiPub also includes the ability to generate sales reports including:

Commission reports to assist you in calculating commissions due to sales reps

Order Activity reports by a variety of criteria to view your sales by item and by rep

Promotional Analysis reports to view the success and profitability of your campaigns

Electronic Credit Card Processing

You can automate all your credit card processing through our Electronic Credit Card Processing system.

- The approval process and cash transfers for credit card purchases can be automated with MultiPub. Manual calls for credit card approvals are not necessary.
- We integrate a third-party product, Paypal/Verisign to provide the authorization and settlement.
- Authorization is done real-time directly from order entry via the internet. The credit card information is encrypted and sent to Verisign for authorization. For security reasons, the credit card number is never stored in MultiPub.
- Verisign returns an authorization code as well as a reference number. You may use this reference number to access details of the transaction or to process a refund.
- DSI works with you to complete the set-up process. You will need to obtain client information for multiple merchants, and the needed information from the processing network (the preliminary data usually include the following: merchant name, merchant address, merchant contact and title, card type(s), processing network, processor node phone number, processor alternate node phone number, processor settlement phone number, processor alternate settlement phone number, merchant number, plan number, company number, store number, bank number, terminal identification, modem manufacturer and model number).

Event Module

MultiPub, through its Event Module, offers the ability to manage conferences, trade shows, and other events within MultiPub.

- Mult-e-commerce can be integrated to take on-line registrations via the web
- On-site show registrations are available from an internet browser.
- Badges may be printed prior to the show or on-the-fly for walk-up registrants.
- Receipts may be printed at the show or in advance.
- Basic search and display queries are available from a browser.
- Events can be defined as single-issue products in MultiPub. Different products can be defined for registrations and for supplemental sessions, sponsors, or exhibitors.
- Registrations can be entered as either free or paid attendees.
- You may define 'sessions' for the conferences if you require RSVP's for sessions as part of the attendee registration. These sessions are defined as Additional Demographics with each time slot defined as a question and each possible session defined as an answer to that question. You may define an unlimited number of time slots and sessions.
- Various pricing schedules can be defined for early registrations, multiple attendees from an organization, etc.
- Orders can be entered for exhibits/sponsorships along with the associated billing amounts and any other pertinent information
- Reports can be generated to provide lists of attendees and exhibitors
- Campaigns can be defined to enable you to send pre- and post-conference communication via mail or e-mail
- You may invoice attendees and sponsors of your events

Note: The show-site functionality assumes that an internet connection is available to the Mult-e-commerce server. You may also take a separate server to the show site, and on-site registrations will automatically be sent to the MultiPub system once the show server is connected to the network. Additional third-party software may be necessary for this additional server.

Web ASCII Import/Export

The MultiPub Module for exchanging data with your website is called Web ASCII Import/Export. (This is not the same software as our Java-based, real-time Multi-e-commerce module.)

In addition to importing and exporting data to and from your website, Web ASCII may be used for many other order import needs.

How does the Web ASCII Import/Export Work?

MultiPub Data is transferred to your web site for the initial population of the web site database. There is one record per subscriber/order, which includes subscriber number, name and address information, product code, status code, first-issue date, expiration date, and any additional demographics.

Updates are sent from the MultiPub database to the web site database on a nightly basis. This handles transactions that are either mailed or phoned and entered and posted in your MultiPub system. The transactions are transferred as part of the nightly update to your web site database. These updates include:

- a. New Orders
- b. Renewal Orders
- c. Cancellations
- d. Reactivations

Updates are sent from your web site to MultiPub on a nightly basis for all web activity recorded during the previous day. These transactions include:

- a. New Orders
- b. Renewal Orders
- c. Address Changes
- d. Comments

MultiPub receives a file each night that includes all appropriate information for the transaction including subscriber information, transaction type, and all transaction information. Each morning, a MultiPub user imports the file to create the transactions, runs the edit lists to view the transactions, and then posts the transactions. (Note: these transactions are included in the activity that is sent from MultiPub back to your web site on a nightly basis)

<p style="text-align: center;">The MultiPub System Finder Number Database</p>

Finder Number Database

When renting large volumes of names for promotional mailings, DSI offers a way to pull those rented names into your customer database with little effort.

DSI's Finder Number Database module allows you to store these names in an ancillary database. The "finder number" is entered during order entry to pull the name, address, and demographic information into the MultiPub database. Combine this with our Offer Order Entry designed around your pre-defined promotion, and you have added a new subscriber record and created an order for that subscriber, all with just a few keystrokes.

This module features:

- 1) The ability to import names into the Finder Number Database by using our pre-determined format.
- 2) The ability to have more than one operational database: one that you are actively receiving responses from, and another that you are building in preparation for the next mailing.
- 3) The ability to delete the database when the responses have dwindled so as not to degrade system performance.
- 4) "Hot-Key" access to the Finder Number Database from MultiPub to allow the ability to key in the finder number and pull the account into MultiPub.
- 5) The ability to browse the Finder Number Database in search of a prospective customer. The browse option is available on Zip Code, Contact Name or Firm Name.
- 6) Assurance of validity of data, such as name and address, list codes, etc., since there is little human intervention.

The MultiPub System Inventory Module

Inventory Module

The MultiPub System features an add-on module for Inventory Management. It allows inventory tracking of single-issue products fulfilled through MultiPub, as well as the defining of a "Bill of Materials" for the creation of kits.

Products are defined in the Product Codes setup and the related inventory information is entered in the Item File. You may backorder and later fulfill items, invoice the backordered items after fulfillment, create kits with a bill of materials, and run many reports for assisting in the management of your inventory.

How it works

- Master Files are set up, including: multiple locations, categories, stocking units, synonyms (equivalent names), vendor codes and pricing, and the items.
- Information stored for each item includes: item code, description, generic code, category code, component or finished good (or both), buy or make (or both), stocking unit, count in the unit, number of pages, taxable (y/n), allow backorders (y/n), the standard cost, the anticipated first order date and quantity, the economic order quantity, reorder level and lead-time, and next ship date.
- A Bill of Materials may be defined which provides the quantity of each component necessary for creating the item. Multi-level Bill of Materials is also supported.
- Transactions are entered for adjustments due to physical count, items that were manufactured or created, orders, purchases or receipts, returns, or transfers.
- Products are entered in the product file and the item file. As orders are entered for single-issue products, the inventory level of the item is checked. If available, the order is allowed. If out-of-stock, the system prompts for a choice to backorder.
- If an item is backordered, it is included on the invoice with the other products ordered, but marked as "backordered" and print a zero dollar amount. Upon fulfillment, the item is given a new invoice number and invoice date, and proceeds through its own invoicing cycle.
- When the inventory of out-of-stock items is replenished, you may execute the backorder fulfillment programs to fulfill the backordered products.
- For items that contain a bill of materials, you may generate reports outlining all the items that need to be "picked" to assemble your finished good.
- The inventory level of the product is easily accessible by examining the Product Inquiry on the Customer Service Menu.
- Many reports are available, including: Bill of Materials, Finished Goods Assembly, Inventory Transaction History, Inventory Turns, Net Sales, Physical Count Worksheet, Recommended Purchases, and Stock Status.

Inventory Reports Overview

A variety of Inventory Analysis Reports are available to provide information so that you may properly analyze your inventory. A brief description of the reports follows:

Item Component Report

This report details each item code, its description, the components necessary to make the item, and how many of each component it takes to make *one* item.

Finished Goods Assembly Report

This report asks for which item(s) you wish to make and how many. The system then calculates and reports on each necessary component, the total number necessary, the total number on hand, and whether there is a shortage. The shortage may then be used as a guide to ordering additional components.

Inventory Transaction History Report

This report provides a summation of all transactions by location code, date, and transaction type that meet the selected report criteria. The report prints the quantity and cost totals for each item and also prints the quantity and cost totals for each transaction type if the report was sorted by transaction type/date. Report totals are also printed. If more than one batch number is entered for the same transaction type and date for a single item, the first batch number is displayed.

Inventory Turns Report

The Inventory Turns Report analyzes the number of times your inventory "turns over" during a year. The report may be run in a variety of sequences, and based on many different selection criteria. The report includes the items, quantity on hand, total usage, average usage, and the number of turns per year.

Item Inventory Report

This report provides a listing of all items requested and the quantities on hand.

Physical Count Report

This report prints the total number of items for each location as well as the report total. It prints the item code and description, bin number, category type, generic code, item type, buy or make, and quantity on hand for all items meeting the selected criteria. The report also provides a space to enter the physical count making this report ideal for physical inventory.

Recommended Purchase Report

This report lists all items meeting the specified report criteria where the system calculated minimum purchase quantity is greater than zero. For each vendor associated with the item code to purchase, the report lists the vendor number,

<p style="text-align: center;">The MultiPub System Inventory Module</p>

vendor name, vendor item code, order unit, count in unit, economic order quantity, lead time, quantity break and description, price and unit cost.

Stock Status Report

This report lists the item code and description, category type, generic code, item type, buy or make, cost based on the inventory method selected, number of pages, lead time, reorder level, economic order quantity, quantity on hand, committed, forecasted on order, on back order, total value of quantity on hand, quantity available, new available, stock status, stock status quantity, minimum purchase and quantity to purchase for each item meeting the selected report criteria.

Installment Billing

MultiPub allows you the ability to offer Installment Billing as a billing option to your subscribers. A subscriber may request to have their credit card charged in installments or simply to receive an invoice for each installment.

How does it work?

Different customers can have different types of installment billing. Policies for the various types are stored as Installment Codes. The codes determine

- The number of installments
- Whether to charge the credit card or produce an installment invoice
- The number of days between installments
- Whether to invoice on order or shipment
- When an unpaid order should be suspended

During the Order Entry process, the desired Installment Code is entered on the order. When the orders are posted, multiple transaction history records are created, one for each installment, each with its own aging date.

The Installment Bills program creates an ASCII file for those orders that are to receive an installment bill. This file may be sent to your printer for physically printing the invoices.

If a credit card is to be charged, Multi Pub will automatically create a batch containing the credit card payment transactions. These transactions can be processed along with other credit card payment transactions. (Electronic processing is available through MultiPub's Electronic Credit Card Processing module.)

How will Installment Billing affect the Accounting reports?

Orders entered as installment billing orders will show as Accounts Receivable, with the total amount of future installments reflected in the 'Not Yet Due' column of the Aging Report. All other accounting transactions will operate the same as non-installment orders.

List Management Module

MultiPub contains a module which enables you to keep track of the uses of subscriber names both internally and when you rent (sell) your list to outside firms. The process is as follows:

- A product is defined in MultiPub to indicate a list rental
- An order is entered for the rental request, with the subscriber being the customer that is purchasing your list.
- Invoice comments can be used to detail the list rental instructions, i.e. 10,000 names in zip code 12345 in comma-delimited ASCII format.
- The order can be invoiced from MultiPub, as well, with the invoice comments printed on the invoice.
- A query is run to select the desired names. You may select based on virtually any criteria in the database.
- The names are exported, labels printed, etc.
- The query is then posted which marks each record as 'rented', including the details of the list rental.
- The rental history can be used to eliminate certain subscribers for follow up list rentals from the same client as well as for internal use.

Lockbox Processing

DSI has a module for importing payment information from an ASCII file. This module is usually used to handle payments mailed to a lockbox, processed by your bank, and then forwarded to you in the form of a file.

You may select to print a scan line on your invoices and renewals. This scan line can be read by your bank, an ASCII file created from the information, and the file sent to MultiPub.

Information included in the file is as follows:

- Source of Transaction
- Transaction Type
- Invoice or Renewal #
- Customer #
- Temp ID
- Renewal Effort/Billing Effort
- Amount Due
- Product Code
- Key Code
- Check Number
- Currency Indication
- Amount Paid
- Transaction Date
- Pay Code

For accounts receivable payments, the software applies the payment to the appropriate invoice. In the case of a cancelled subscription, the system automatically reactivates the subscription. The reactivation process follows the policies defined for re-activated subscribers, i.e., back starts, serve missing issues, start with current issue, etc.

Renewals can be processed, both those with and those without payment. The system automatically creates the renewal order based on the criteria of the key code as well as the other pertinent information.

Multi-e-commerce

MultiPub Can Connect to Your Web Site via Multi-e-commerce!

Multi-e-commerce is DSI's real-time, interface between your website and MultiPub. You are still in control of your website; however, any retrieving or submitting of data between your website and MultiPub is made easy through Multi-e-commerce.

Multi-e-commerce can communicate with your website via asp.net, .xml, or java.

How it works...

We have developed a series of stored procedures you may embed in your web site. This series of programs (API) can be called from your web site where you pass the necessary information, such as userid, password, name, address, etc. You may either format the information yourself, use the templates that are provided as part of the module, or contract with DSI to help you format the information on your web site.

- **Web Order Interface**

The Web Order Interface module pulls information from MultiPub's Promotions to present valid products, prices, premiums, etc. to the customer as they log on to your site. The descriptive text and graphics can also be pulled from MultiPub. The Web Order Interface allows users to select which products they wish to purchase, and our module creates orders in MultiPub, which may then be reviewed and posted.

- **Online Subscriber Services**

Your customers can access the web site, enter a userid and password, then be granted access to view and modify their accounts. They can enter address changes, see the shipping status of an order, view if a recent payment has been applied, etc.

- **Access Control**

If you are selling content on-line, you need an easy way to track whether customer should be allowed access to that web site. We validate the userid/password, product code, and date to determine if the customer should be allowed access to your on-line product.

Multi-Currency

MultiPub features a Multi-Currency module for those publishers who wish to process foreign currencies in their subscription system.

This module features:

- 1) The ability to define an unlimited number of different currencies.
- 2) The ability to attach currencies to rate codes so that you can specify the price you'd like to charge in the customer's native currency.
- 3) The ability to print amounts on invoices and renewals in any desired currency.
- 4) The ability to view a customer's account both in US dollars and in the customer's native currency.
- 5) The ability to enter the exchange rates for each currency as often as desired.
- 6) The conversion of amounts to US dollars at the time each transaction is posted so that all financial reports are in the system's native currency.
- 7) A Gain/Loss report that can be generated to report the amounts earned or lost by comparing the desired US dollar amount to the amount actually received after the exchange rate conversion.

Multi-List

When working with in-house lists or lists that may be used repeatedly, publishers often like the ability to retain all the lists that a name may be associated with.

DSI's Multi-List module offers a sophisticated add-on that allows you to store all the list codes associated with a name.

Example: In renting two lists, List A and List B, one name, John Doe, appears on both lists. On most systems, the list loaded first is the one kept, i.e., John Doe is coded with list code A. When List B is loaded, John Doe is found as a duplicate so his association with List B is not retained. With Multi-List, we store both List A and List B with the name John Doe. Therefore, if you later learn that List B is a better list for marketing other items or offers, you may pull John Doe as a List B member.

This module features:

- 1) The ability to import names into the MultiPub database. They are loaded into the same Subscriber Tables as your customers, so this is not used for one-time use lists.
- 2) A purge program that includes finding duplicates as they are loaded into the system and attaching the new list code to the existing subscriber record.
- 3) Query programs to select from any list desired in the hierarchy that you choose. For example, assume that you are performing a promotional mailing where you are going to offer different prices to the different lists. If a name is on both lists, you get to choose the hierarchy of selection criteria so that the prospective customer can receive the price or offer you select.

The MultiPub System Barcode/Scan

Barcode/Scan

The MultiPub System features the ability to place a barcode on invoices and renewals.

Invoices

When designing the forms to be used as invoices, you may select to print a barcode on the invoice. This barcode contains information that would allow easy and automatic application of payment once it is received. When payment is remitted, you may "wand" in the invoice, *if the invoice is included with the payment*, and the system automatically creates the payment transaction for you. The barcode could be scanned either internally by your data entry staff, or by the bank if you utilize a lockbox.

The Invoice Barcode contains the following fields:

- Subscriber # (customer ID#)
- Order #
- Invoice #
- Bill-to # (if billed to an alternate account)
- Sales Amt of Invoice

Renewals

The Renewal Barcode works much the same way as the Invoice Barcode. When designing the form to be used as a renewal notice, you may choose to print a barcode on the renewal notice. This barcode allows for scanning of the renewal order once it is received.

The Renewal Barcode contains the following fields:

- Subscriber # (customer ID #)
- Product Code
- Rate Code
- Term
- Copies
- Source Code
- Effort Number
- Sales Amount
- Agency Commission Amount
- Miscellaneous Charge
- Postage Amount
- Sales Tax

Benefits

The benefits of the Barcode/Scan Module tremendously outweigh the costs. You may increase the number of transactions processed per hour by minimizing the amount of time spent with each transaction. Additionally, "wandering" the transaction insures the integrity of the data going into the system.

Royalty Module

The Royalty Module provides the MultiPub user the opportunity to calculate royalties due to individual or multiple authors.

1. The user must set up each Book (product) for which royalties will be paid. Additionally, the Authors, Book/author Percentage and Royalty Percentage tables must be established.
2. Once the tables are established the user enters the date range of the period covered for the royalty calculation in the Royalty Control File.
3. The Generate Transactions program will create detail transactions for each eligible order during the period selected. The user will be asked to base the selection on Payments or Ship Date. If transactions already exist, they are deleted and new ones generated. The date the transactions are generated will be updated after the program is complete.
4. The user will be allowed to enter transactions such as advances, holdbacks and rights using the Enter Transactions program.
5. The user will be able to run an edit list, which will list each transaction by book, with subtotals by book.
6. Once the transactions are entered and edited the user will run the Statement Preparation program. This program calculates the royalty amounts and creates the royalty statement records. If there are royalty statements records, on file the user is asked if they wish to continue and if so they statements are deleted and recreated. Upon completion of the Statement Preparation, the date the program is completed is updated.
7. After the Statement Preparation is run and the preview report is reviewed and approved the user will run the Royalty Post Transactions program and the royalty detail transactions will be posted. The posting process will post the period transactions to history and update the life to date dollars/units on the Book File (create royhist records and delete the roytrx). Upon completion of the posting program, the posting date updates.
8. Once the posting has been completed, the user will run the Royalty Statements program to produce either printed statements or ASCII output.

Handling Subscription-Based and Ancillary Products

Defining Products

- Subscription-based and ancillary products are defined the same way; however, you specify whether a product is a single-issue or multi-issue product.
- For all products, you may choose what demographic data you wish to collect, what tables of valid codes should be used for that product (different products may use different tables of valid source codes), what the pricing is for the product -- with an unlimited number of price codes that factor in complex pricing mechanisms, and much more.
- For subscription products, you define the annual number of issues, pricing by send frequency, grace copies, backstart issue policies, missing issue policies, suspension/cancellation policies, etc.
- For ancillary products, you may select to use our Inventory Module. This allows you to keep track of the inventory of a product, set up multiple warehouses and locations, place items on backorder, define kits, etc.

Order Entry

- The order entry of subscriptions and ancillary products is done on the same screen. You may enter as many line items as necessary on an order, and each line item may be either a subscription order or an order for an ancillary product.
- Order entry is driven by the way that each product is defined.

Fulfillment

- Subscription products may be fulfilled through our Issue Labels processing. This produces daily/weekly/monthly, etc. labels.
- Single-issue products may be fulfilled in a couple of ways: through the shipping module, which includes an interface to third-party systems or by producing an invoice or packing slip.
- You may also fulfill back issues, missing issues, or replacement copies of subscription products through the shipping module.

Invoicing

- Consolidated invoicing containing both subscriptions and ancillaries is available.
- MultiPub™ contains a forms design program so that you may place the fields wherever you choose on the form.

Online Subscriber Services

- The Online Subscriber Services options display information on both subscription and ancillary products all on one screen.

Promotional Analysis

- Promotions may be set up which contain both subscription-based and ancillary products. The promotion setup contains the cost information and provides instant results on the profitability of the campaign as the orders are processed.

Options for CASS Certification and Postal Presort

SAP/Business Objects or Satori

DSI has relationships with both SAP/Business Objects (makers of Postalsoft) and with Satori to provide you with CASS Certification and Postal Pre-sorts as part of your MultiPub implementation.

Of course, it is not a requirement to purchase either of these products as part of your MultiPub implementation. You may use other products or other companies to provide you with these items.

CASS Certification

DSI has integrated both products with MultiPub, both interactive with data entry and in batch mode, to provide address correction, standardization, and Zip+4 assignment. The data entry version will modify the address on the fly as you enter the subscriber record. The batch version is for processing your entire file every two months to maintain CASS certification.

The maintenance contract entitles you to receive the postal directories on CD-Rom bi-monthly. You may purchase directories for certain states or for the entire country. (The database for the entire country is over 600 MB.)

You may opt to perform the CASS certification outside of MultiPub by either purchasing stand-alone software (such as Postalsoft Desktop Mailer or Group 1 AccuMail). DSI has written software for exporting an ASCII file for this purpose, then importing the updated addresses back into MultiPub.

DPV/LACSlink Option

Both SAP and Satori also supply the directories necessary for DPV/LACSlink coding. These directories were necessary for claiming zip+4 discounts beginning August 2007 and then will be required for any discounts effective summer 2009.

Postal Presort and Labels

DSI has also written an interface for to SAP and Satori for label sorting and printing. This sorts your labels in MultiPub and selects an ASCII file as your output choice.

You may also create an ASCII file from MultiPub, and transfer that file to either a stand-alone software package (such as Postalsoft Desktop Mailer or Group 1 AccuMail), or to another company (such as your printer or mailer) to provide Postal Presort and labels.

<p style="text-align: center;">The MultiPub System Options for CASS Certification and Postal Presort</p>
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Other Considerations

You may also need to purchase one of these products if you use MultiPub's Sales Tax Module. This module requires a FIPS code (a code assigned to indicate the county) for each order. MultiPub obtains this code from either SAP or Satori.

MultiPub does not currently offer presorted invoices and renewals as part of its standard software package. (You may use Postalsoft Presort exclusively to design the forms and produce the invoices and renewals.)

If you ship items from your office on a daily basis, such as products or heavy volumes of back issues, you would benefit from on-line address correction. This will cause all addresses to be standardized and cleansed so that any fulfillment document produced will contain the correct address and the Zip+4.

Additional Reporting Options

What additional reporting options are available with MultiPub?

DSI has several different methods for you to create your own reports. These include: a Query Language that was developed by DSI and is a standard part of MultiPub; Progress' Query/Report language for queries and reporting; Progress' 4GL development environment for writing additional applications or reports; SQL code; Progress' Report Builder, a GUI client reporting software package; and ODBC drivers for accessing the MultiPub database via various Microsoft products and other applications.

The following list contains more detailed information regarding each of the items listed above:

A) MultiPub's Query Language

MultiPub contains a Query Language developed by DSI which is included as part of The MultiPub System. It includes the primary tables and fields in the database with JOINS and frequent calculations already created. It is a very user-friendly tool, designed for an end-user who is comfortable with Boolean logic. It includes lengthy descriptions of the fields as well as many different canned output options.

B) DataPA Report Writer and Dashboards

DSI has integrated MultiPub with DataPA, a third-party report writer, graphing and charting tool. This tool provides a native connection to the MultiPub database through the MultiPub appserver. 'Power users' may define subjects which reduces the complex MultiPub schema to a more simplistic form for end-users to query. Subjects can be created by DSI and by the customer for use. The Dashboard tool provides the ability to put a chart or graph on the desktop, complete with drill-down capabilities.

C) Progress 4GL Development Environment

The Progress 4GL development language is a very robust, easy-to-use language available to all MultiPub customers for additional development to supplement MultiPub. DSI offers basic Progress training as part of our annual users' conference, or customers may attend Progress Software Corporation training courses.

D) SQL Code

Progress is an SQL compliant language, which means that you may use standard SQL code within the Progress environment to create your own add-on applications.

E) ODBC Drivers

Progress is an ODBC-compliant database engine that enables you to use various third-party utilities to query the database. DSI support the OpenLink ODBC drivers, and you may use products such as Access, Excel, Foxpro, and Crystal Reports to access the data and create your own queries and reports.