

Circulation

Enterprise Solutions
for Audience Engagement



Achieve Greater Operational Efficiency

Personalize Print and Digital Readership

Create New Products and Partnerships





CIRCULATION

SAXOTECH's enterprise-level circulation management system is the product of 30 years of proven technical expertise working with the world's largest media organizations.

Newspaper circulation management and database development are combined into a multi-platform application that delivers outstanding relational database functionality through the use of Oracle, Client/Server and Web technology.

Sophisticated software provides the ability to track promotions and campaigns, append demographics to subscribers and non-subscribers and use highly flexible reporting tools to retain and increase subscribers.

By leveraging a centralized system that offers superior customer service and data access for carriers, subscribers and staff alike, we are able to achieve greater operational efficiency and cost savings throughout our organization.

John B. Beirne, Jr.
Director of Customer Information Systems & Services
Media General, Inc.

SAXOTECH's Circulation Management System



WebCirc

SAXOTECH WebCirc provides a self service portal for subscribers, carriers/dealers, agents, solicitors and management.

Circulation

SAXOTECH Circulation is a robust product that includes Customer Service, Home Delivery, Single Copy Sales, Insert Distribution, ABC Reporting, Postal Cleansing and Household Database Marketing/TMC functionality.



e-Solicitor

SAXOTECH e-Solicitor provides an easy to use web portal that eliminates the labor-intensive tasks associated with processing solicited orders.

Business Analytics

SAXOTECH Business Analytics provides circulation and audience executives with advanced reporting and analysis to quickly measure performance in order to plan future initiatives.



Do More with Your Data

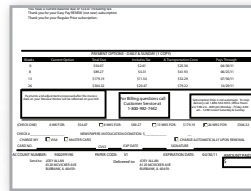
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Customer Service



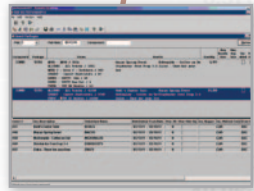
- Multiple Publications & Products
- Full Web Access
- Unlimited Historical Data
- Automatic Routing/Dispatching
- Complete Billing History
- Subscriber Move History
- Demographics & Psychographics

Renewal Notice



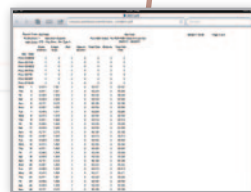
- Unlimited Bill History
- On-Demand Billing
- Various Billing Notices
- Full Web Access
- Email Bills to Subscribers

Insert Distribution Subsystem



- Insert Zone Definition
- Insert Order Entry
- Insert Carrier Reporting
- Insert Package Determination
- Insert Listings on Manifest
- Bundle Tops
- Optional Credits to Drivers/Carriers
- Full Interface with 3rd party 2-way Packaging System

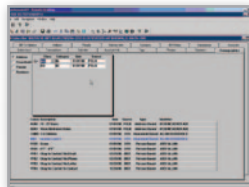
ABC Reporting



- Pressrun
- Zones Breakdown
- Zip Codes
- Paragraph 3
- Returns & Pilferage Reporting

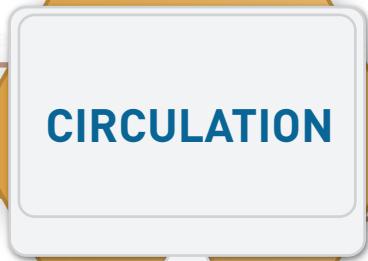
Gross copies

Net copies



Household Database Marketing/TMC

- Common Address Database Across All Departments
- Telemarketing Interfaces
- Label Production
- Demographics & Psychographics
- Alternate Delivery
- Export, Import & Matching Capabilities



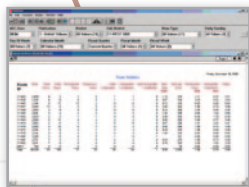
Single Copy Sales

- Unlimited Draw/Sales History
- Automated Draw Projections
- Special Event Draw Increases/Decreases
- Draw/Sales Graphs
- Detailed Transaction Reports
- Truck Manifests



Postal Software

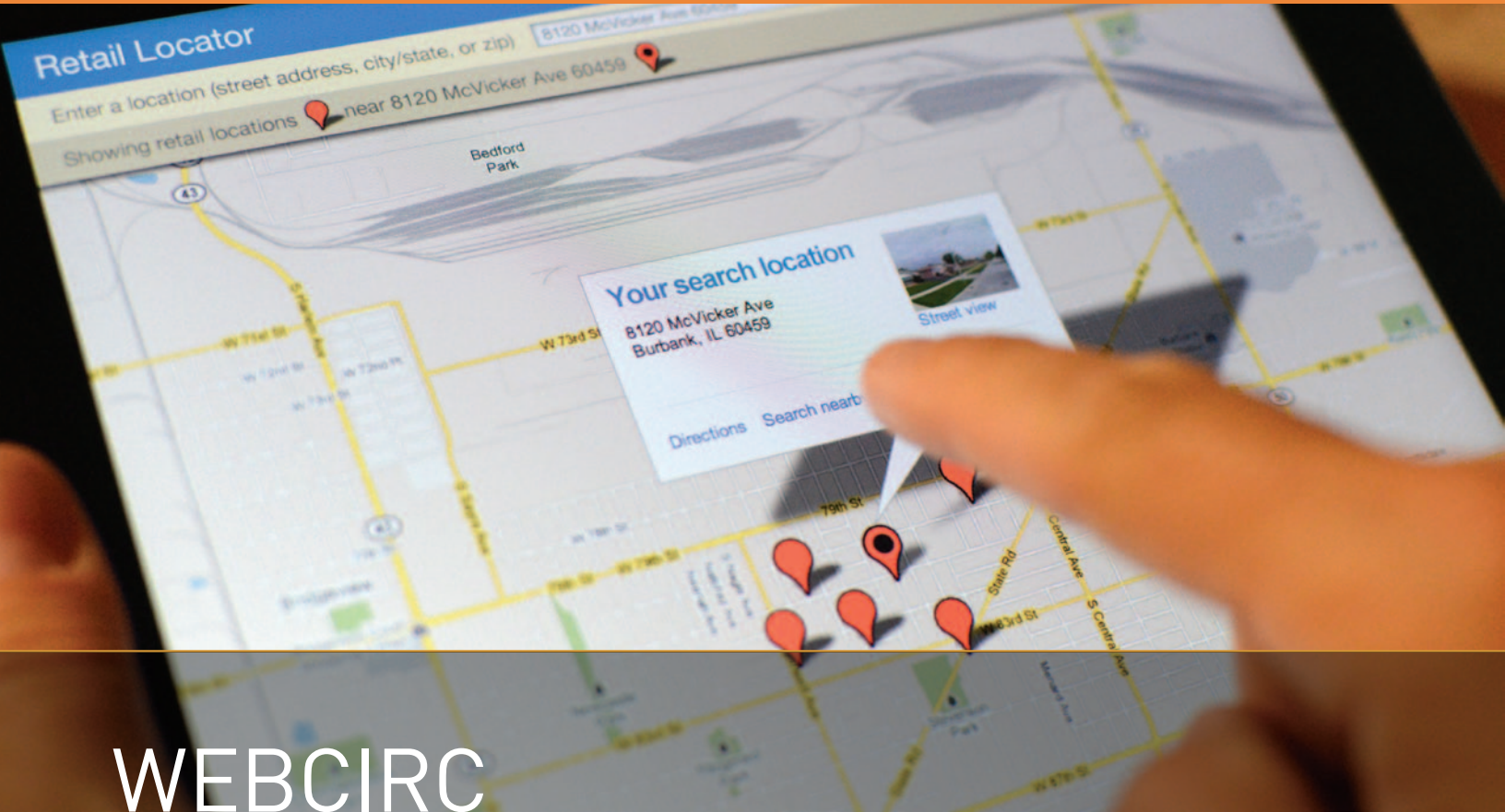
- CASS Certification
- Online Address Cleansing/Encoding
- USPS CDS Interface
- Full Mailing Class Compliance with USPS Rules



Codes	Description	Date	Source
AG06	21	01/01/08	POLK
BD03	Three Bedroom Home	01/01/08	POLK
CH03	24 Children	01/01/06	OT
IN05	Income Level 5	01/01/06	OT
EYGR	Green	01/01/06	OT
HT04	6'1" - 6'5"	01/01/06	OT
PP01	Okay to Contact Via Email	03/25/08	DIS
PP02	Okay to Contact Via Phone	03/25/08	DIS
PP03	Okay to Contact Via Letter	03/25/08	DIS
	Okay for Carrier to Contact	12/26/08	DIS

11/3/2010

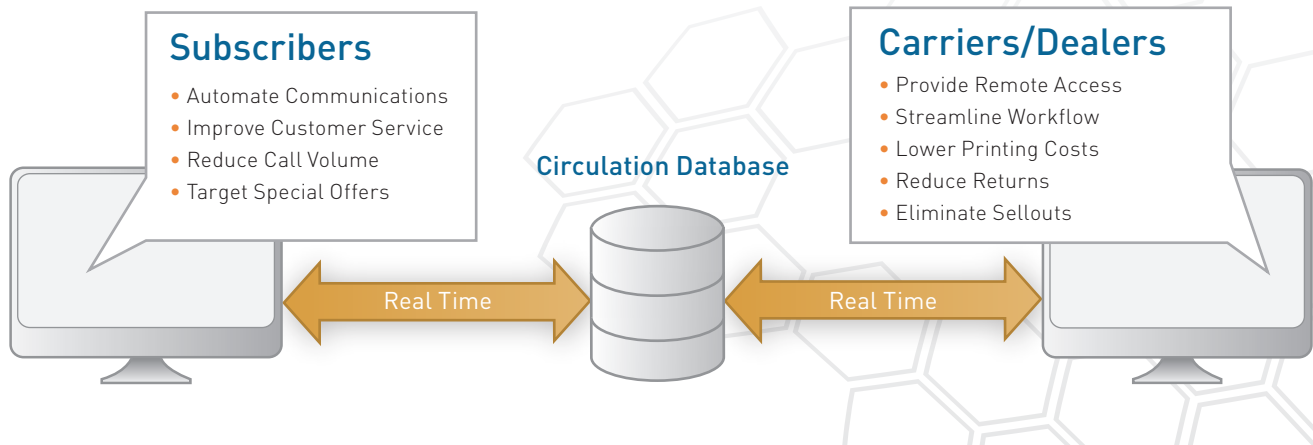
Returns



WEBCIRC

Access From Anywhere

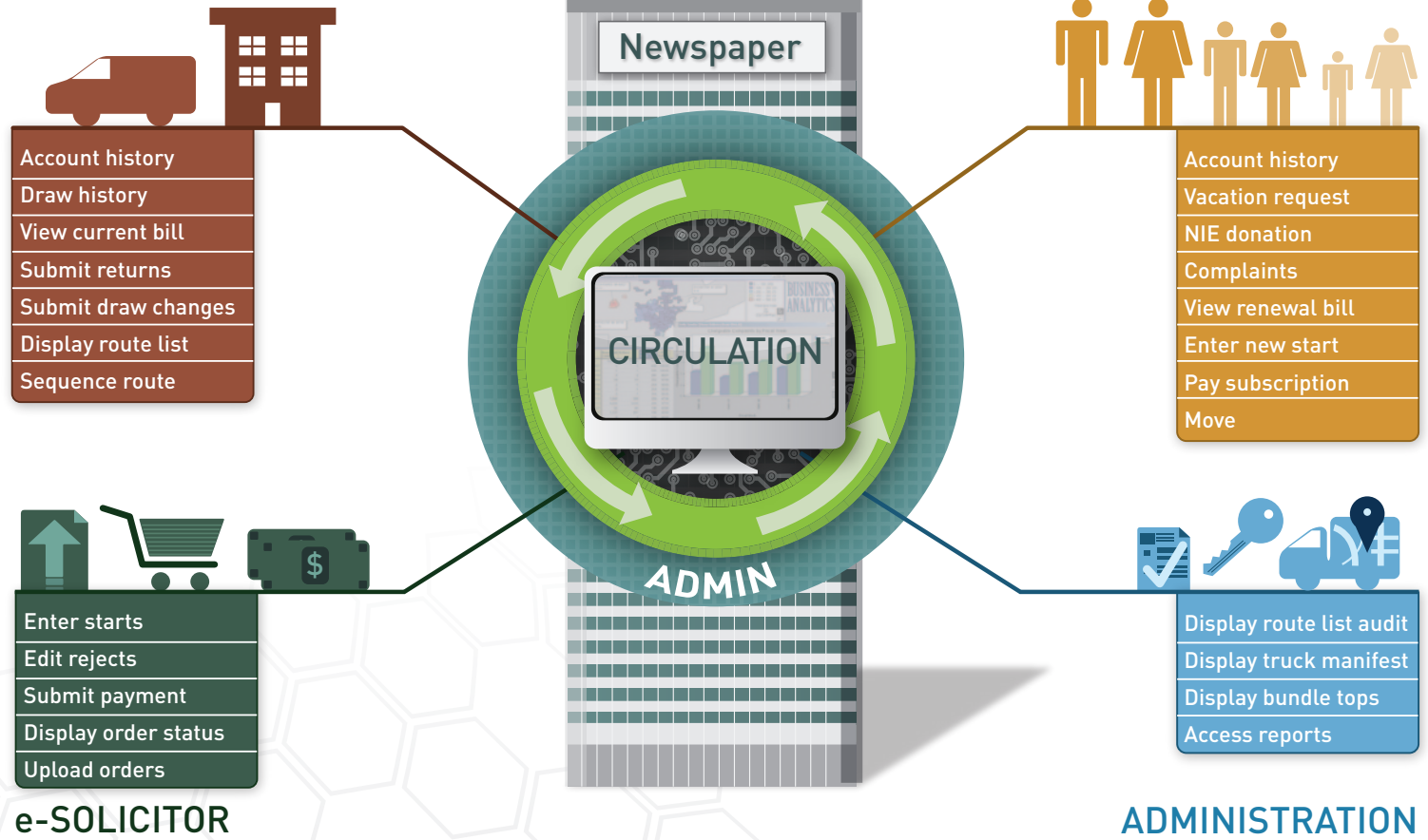
SAXOTECH WebCirc makes it easy for your customers to do business with the newspaper. It enables consumers to start a new subscription, view and validate their transaction history, place their paper on vacation hold, report a problem, view their renewal notice or make an online payment all in a secure and trusted environment. Transactions submitted online are processed immediately and all information is automatically integrated with the SAXOTECH Circulation database.



Self Service Portal

CARRIERS / DEALERS

SUBSCRIBERS





e-SOLICITOR

Streamline Solicited Orders

SAXOTECH e-Solicitor is an online self-service marketing tool that reduces expenses, improves sales performance and increases security of your customers' sensitive data. It provides an easy to use web portal that eliminates the labor-intensive tasks associated with processing solicited orders while keeping track of order status and providing order statistics to both management and solicitors.

Enter Order Remotely



Approve Order



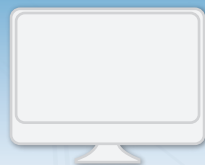
Start Subscription



Automate Workflow to Maximize Efficiency



e-Solicitor Web Portal



Circulation Dynamic Import



BUSINESS ANALYTICS

Advanced Reporting and Analysis

The Business Analytics financial KPIs include revenue and expense, grace period analysis, subscriber equity, cost of churn, circulation, carrier and subscriber financials, carrier account aging, subscriber amortization and rates and subscriber account aging.

“The advanced reporting and analysis features of the Business Analytics system have given us greater insight into subscriber acquisition and retention effectiveness and...allowed us to make intelligent business decisions that have led to increased revenues and saved our company time and money.”

Jim Gorman
Sales & Marketing Manager
The Kansas City Star



- EXECUTIVE DASHBOARD • HOME DELIVERY TRANSACTIONS • HOME DELIVERY DRAW
- MARKET HOUSEHOLD SALES & RETENTION • SINGLE COPY • SUBSCRIBERS • CIRCULATION FINANCIALS
- CARRIER FINANCIALS • SUBSCRIBER FINANCIALS • CARRIER ACCOUNT AGING
- SUBSCRIBER AMORITIZATION & RATES • SUBSCRIBER ACCOUNT AGING

Managed Hosting

Faster, Safer, More Efficient

SAXOTECH Managed Hosting services enable media companies to realize faster deployment times, better asset utilization, more efficient systems operation and the ability to refocus resources.

- Highly secure and redundant systems minimize down time due to hardware failure.
- Includes all servers, storage, datacenter networks, Internet connectivity, ongoing system monitoring and security.
- Massive and flexible resource pool consisting of enterprise-class servers, a hosting-grade networking infrastructure and a flexible, scalable enterprise storage system.
- Continuous monitoring by SAXOTECH ensures all applications run at peak performance.
- Engineered with high levels of redundancy, availability and uptime in mind.
- Upgrades and patches are rolled out quickly minimizing disruption to ongoing operations.
- Reduces capital outlay for purchasing hardware.

SAXOTECH Knows Circulation

SAXOTECH empowers media companies to achieve greater efficiency and return on investment with best in class, enterprise-level digital and print systems for multi-channel publishing, advertising and circulation all available as managed hosted solutions. SAXOTECH Circulation tracks subscription revenue, distribution, agent billing, promotions, campaigns, demographics and non-subscribers. Flexible reporting and decision making tools enable newspapers to improve retention and increase their subscriber base, and ensure marketing executives make quicker, smarter and more profitable circulation management decisions.

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