

ÉLAN™

Salesforce.com Integration



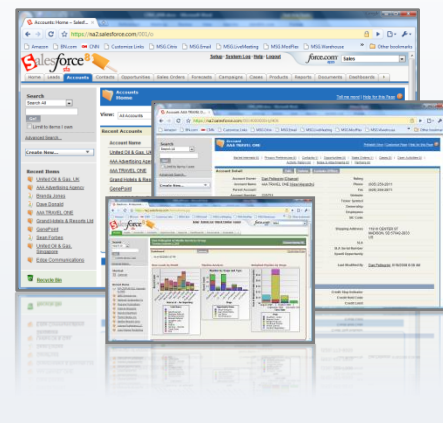
INNOVATIVE & FEATURE-RICH SOFTWARE FOR CRM & SALES PROSPECTING

A TRADITION OF EXCELLENCE: For more than two decades our software solutions have helped over ten-thousand publishing professionals around the world manage their most complex business requirements; from marketing to order entry; from sales to production; from customer service to accounting.

We focus specifically on publishing technologies, participating in industry standards development groups and collaborating with our customers and other industry experts to ensure that our applications continue to provide the highest levels of value and flexibility. This proactive development strategy and commitment to excellence allows our customers to more readily profit from new and emerging business trends.

INTEGRATE, INNOVATE AND GROW: The Media Services Group (MSG) has partnered with Salesforce to provide a complete integration package for Élan customers, leveraging the strength of both systems to support an integrated, publishing workflow.

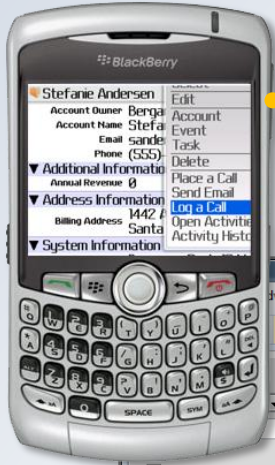
This new integration package includes 2 key components: (1) a customized version of Salesforce.com, built specifically to support the ad sales workflow, based on MSG's 10+ years of experience delivering CRM solutions for publishers and (2) a configurable data integration engine that makes it possible to share customer, order, billing and other data between the Élan and Salesforce.com applications.



- Work from anywhere, with Élan data updates flowing directly to Salesforce and Salesforce updates flowing back to Élan
- Share customer information, including A/R balances, order history, customer notes and related information from the Élan system
- Submit new orders from Salesforce to be reviewed and processed through Élan Ad
- Support "one version of the truth" with customer service, sales reps and production staff sharing common customer and order information
- Gain real-time visibility into your business, insights into key deals, rep activity, and agency relationships
- Increase your sales reps' productivity by simplifying data look-up and entry - whether online, offline or on mobile devices
- Provide simple and powerful integration with common software applications like Microsoft Office and Outlook
- Leverage the power of the Salesforce.com CRM for ad sales

SALESFORCE.COM INTEGRATION

FULLY INTEGRATED WITH THE ÉLAN PUBLISHING SYSTEM



Mobilize your sales team with web-based CRM tools that work anywhere - online, offline or on mobile devices.

Share important customer information between customer service, ad sales and production teams – view notes, outstanding balances, order history and more.

Account AAA Advertising Agency

Market Interests [0] Privacy Preferences [0] Contacts [2] Ad Campaigns [0] Sales Orders [0] Cases [0] Open Activities [0]			
Activity History [0] Notes & Attachments [0] Agencies [0]			
Account Detail Edit Delete Include Offline			
Account Owner	Dan Pellegrini [Change]	Active	Yes
Account Name	AAA Advertising Agency [View Hierarchy]	Rating	Hot
Parent Account		Phone	(203) 555-5512
Account Number	229422	Fax	(203) 555-5513
Account Site	HQ	Website	http://www.aaaad.com
Type	Prospect	Ticker Symbol	aaa
Industry		Ownership	Public
Annual Revenue	\$1,000,000,000	Employees	5,000
Import Source	Scribe Integration	SIC Code	
Billing Address	1111 Kings Highway Fairfield, CT 06432 US	Shipping Address	
Customer Priority	High	SLA	
SLA Expiration Date		SLA Serial Number	
Number of Locations	7	Upsell Opportunity	
C_Active			
Created By	Dan Pellegrini, 6/13/2008 2:00 PM	Last Modified By	Dan Pellegrini, 9/9/2008 10:34 AM
Description			
Custom Links	Billing		

Increase your sales reps' productivity by simplifying data look-up and entry.

Gain real-time visibility into your business, insights into key deals, rep activity, and agency relationships.

Generate new orders directly from Salesforce.com for immediate handling in Élan Ad.

THE MEDIA SERVICES GROUP, LTD.

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