

MEDIATOOLS offers a wealth of features for keeping you productive and informed. Here are some of the highlights.

PLANNING

- Drag-and-drop flights with many built-in calculations make it easy to experiment with different planning options.
- Version control tracks plan modifications throughout the planning cycle. Previous versions of a plan can be restored at any time.
- Plan Templates provide standardization and make it easy to create flowcharts with a consistent appearance.
- Integrated cost database includes currency conversion factors and customizable fee structures.
- Authorization component manages workflow between planners and buyers.
- Optional web portal provides an easily deployed grid-based alternative for preparing media plans and approving Authorizations.

STAYING INFORMED

- Configurable email alerts notify users of important events, such as when costs have been updated, or an authorization has changed.
- Ad-hoc reports summarize data across multiple plans, products, countries or regions *without* cumbersome consolidation procedures.
- Report activity can be converted to a common currency or common demo on-the-fly.
- Custom calendars allow for period definition to the day level and help reconcile fiscal and broadcast calendars.
- Reports with multiple data sources can compare planned, authorized, and actual data side by side.

INTEGRATION

- Export plan goals for uploading into popular external buying systems.
- Import actual data from external buying systems for inclusion in MEDIATOOLS reports.
- Import costs from external sources into a MEDIATOOLS cost source for use in plans.
- Import competitive data to create competitive flowcharts in flexible formats.
- Create custom tasks to extract MEDIATOOLS data at regular intervals for integration with external systems such as financial applications.

ACCESSIBILITY AND SECURITY

- WEB ACCESS component provides easily deployed alternative to desktop edition.
- Comprehensive security model provides strict control over sensitive data.
- MEDIATOOLS database can be shared over the internet via HTTP/SSL for secure and reliable communication.

FEATURES