# RadioMan Traffic Assist



# Complete tool for sales and traffic



## **Unique highlights**

- Design, place and track spots single to full campaigns
- Multi-channel application with unlimited connections
- Detailed repotting based on sales, placement and actual playout

RadioMan Traffic Assist is a complete tool for the sales and traffic activities in any radio station. Traffic Assist makes it possible for the traffic staff to keep track of spot inventories, clients, campaigns and spot breaks. Because it is based on the same database architecture as the RadioMan content management systems are stored in central database there are no limitations on how many Traffic Assist workstations or locations can be connected to the same system. Direct access to the database also makes all the changes instant and secure.

#### Full scheduling and management

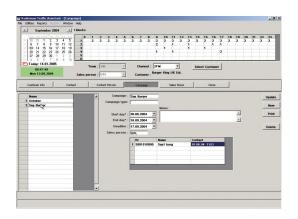
Traffic can be fully integrated into the workflow. Standard traffic functions are typically available at any production workstation.

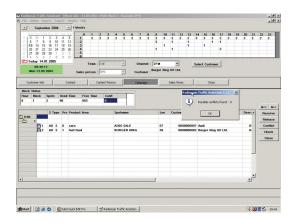
RadioMan Traffic Assist handles the entire process by receiving and managing spot media and their information, by providing customer relationship management and by directly scheduling spot breaks. Access to traffic functions and sales data can be profiled on a need-to-know basis.

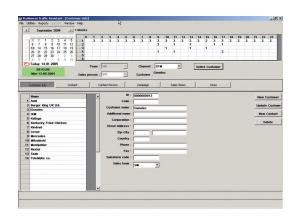
#### A wealth of options

RadioMan Traffic Assist also includes a wide range of reporting options. For example, the user can print out customers, key contacts, sales statistics per customer and traffic reports. Traffic Assist also includes a billing module that generates invoices.

For stations with a billing system already in use, RadioMan Traffic Assist can generate and output sales reports in a wide range of compatible formats.









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# RadioMan Traffic Assist



## JUTEL RadioMan™

#### Features in brief:

- · Spot planning
- Automated spot placement
- Manage customers, customer contacts and campaigns
- Basic billing functions
- Access profiles to protect confidential customer data
- Full Unicode character support
- Language localization

### **Extensive spot placement options:**

- Exact or randomized dates, times and breaks within the campaign period
- Limit to specific weekdays
  - Limit to specific hours or breaks
  - Control exact spot position within the breaks
- Prevent incompatible spots within breaks
- Product area separation and customer separation for conflicting spots
- Automated spot conflicts checking
- Resolve spot conflicts by rearranging conflicting spots

### **Reporting:**

- Sales reports
- Customers and contacts lists
- Spot type summary report
- Placed spots report
- · Accurate spot playout report
- Export reports to text, PDF, MS Word, MS Excel, HTML or XML

### **Workstation requirements:**

	Minimum	Recommended
CPU	Single core CPU	Dual-code CPU
RAM	1 GB	2 GB
HDD	100 GB	200GB
Display adapter	1024*768	1280*1024 or better
Network adapter	100 Mbits Ethernet	100 Mbits or 1 Gbits Ethernet

### **Software requirements:**

	Recommended	Alternative
Operating system	Windows XP Professional	Windows 2003 Server
Database client	IBM DB2 UDB v9.5 client	





