

Ram comm Radio



The Complete Traffic &

Business Software for Radio Stations

RAM-COMM RADIO is a multi-station and multiuser software that manages all business processes of the Marketing & Sales department, from customer contact to invoicing and billing by Management/Administration.

RAM-COMM RADIO is able to manage several users, with full administration control of the different rights associated to each single user; the software is also suitable to small stations as well as large publishing groups; multiple channels and advertising areas, the so called "splits", are active.

RAM-COMM RADIO offers special features to allow the best focus on customers' contact information, on media Import/Export from agencies; same voice separation on spots and



business and sales accurate reporting are on; the software also handles sales reps' commissions and sales accounts, business contracts and invoicing/billing.



Main Features

Multi-user architecture with rights management

Complete customer and contract management

Automatic invoice generation

Advertising scheduling: duration, rotation, priority, category conflict management

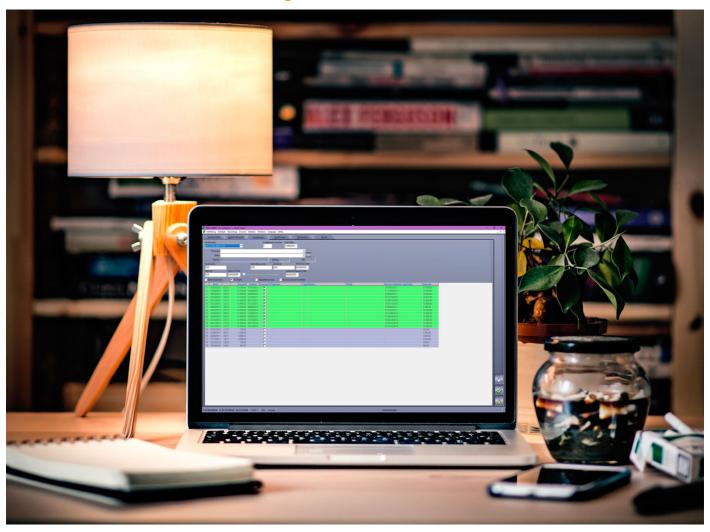
Advertising splitting according to areas/territories

Agents and areas management



Commercial reports and statistics for customer and board

Advertising certification



RAM-COMM RADIO has a very effective built-in and multi-purpose scheduler developed thanking to AxelTech programming experience in order to create the best possible log of Radio for any sort of advertising on-air element or segment:

?Spots

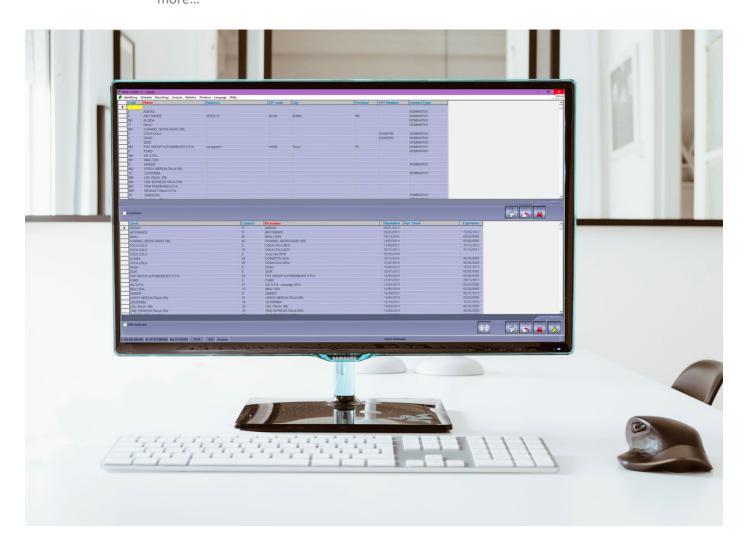
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Billboards/Sponsorships

?Commerci



al
Announcements
Promos
And
more...



The software is strongly recommended in the scheduling process as it saves time for the advertising log creation.

Thanks to advanced automatic practices RAM-COMM RADIO provides a complete planning with crucial controls:



?Automatic fill of the

hour selected

points/clusters

?Automatic rotation

Priority control

Subject rotation

Automatic managing of

the "tails"

Product conflicts

Pre and post spot

insertion

?Manual Edit





Another advanced feature of RAM-COMM RADIO is the automatic fill of the split-zone clusters; this is achieved using

Premium
spots
?Stand-by
spots
?Promos
?Audio fillers
selected by
duration

RAM-COMM is the essential tool for the company's management to keep the business always under control.

Due to the vast availability of its specific electronic and printed reports and statistics, RAM-COMM RADIO is the best tool to manage and to optimize the business of your company; it provides a clear, updated and objective outlook in order to allow the sales manager to take all the most effective commercial initiatives and policy decisions. It provides the best tools to major reports such as:

?Number and typology of scheduled contracts





future outcomes
for the forthcoming
period
Business potential
of the
representatives
?Agent areas and
management
invoiced next
month

?And many more..