



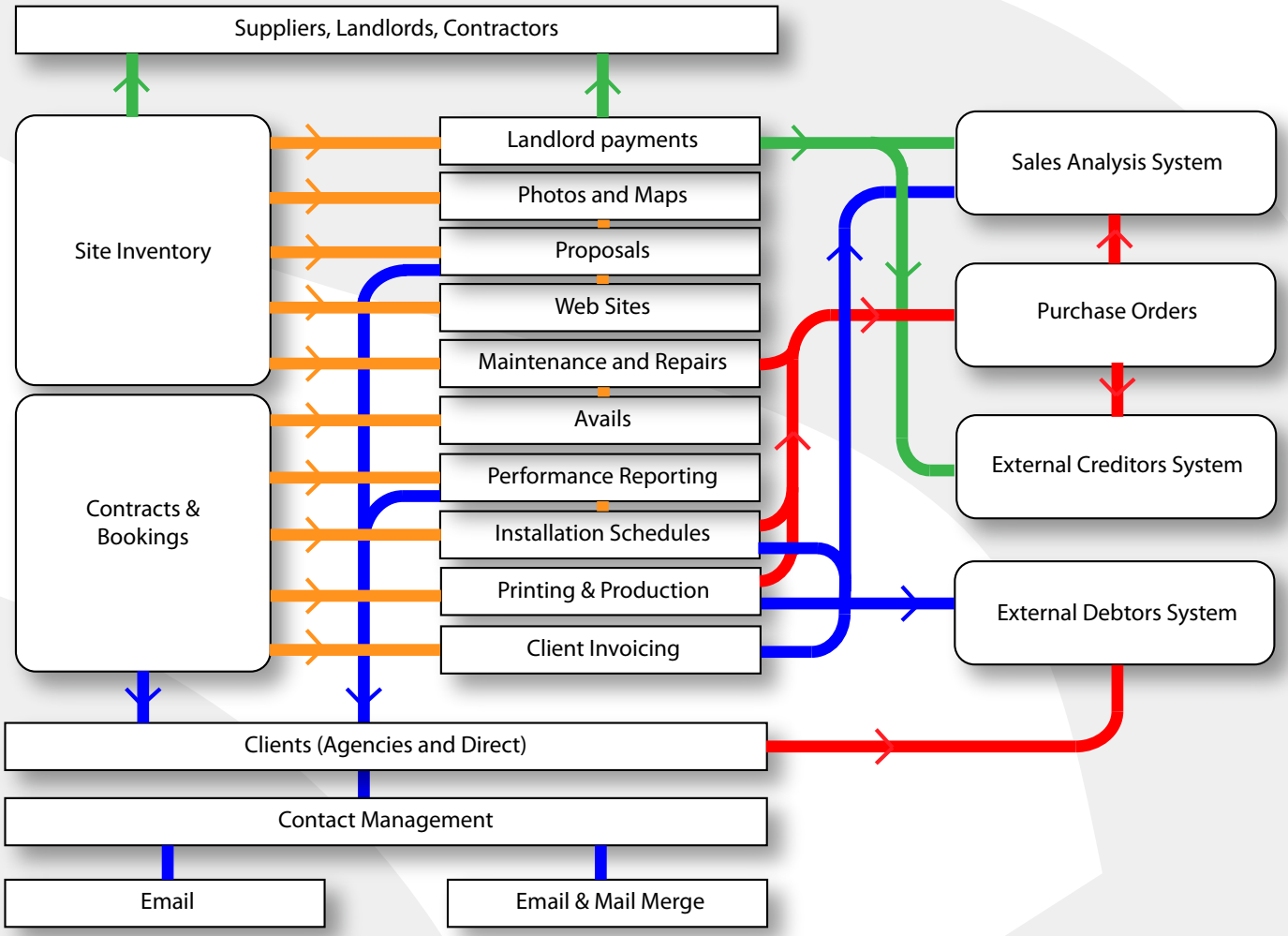
# signz

BILLBOARD  
MANAGEMENT  
SYSTEM



# SIGNZ Billboard Management System

SIGNZ is a comprehensive software solution designed to assist with management of all facets of an out-of-home advertising company. SIGNZ was designed from the ground up to work with different media types, selling cycles and organisations. Current SIGNZ clients use it for managing outdoor billboards, street furniture, indoor posters, taxis, buses and much more.



SIGNZ software will run on all popular Windows desktop and server platforms as well as providing access via web interfaces, mobile devices and remote users. SIGNZ was developed in New Zealand and is used by a wide range of billboard, transit and street furniture companies across Australia, New Zealand, Africa and the Middle East.

The following is a short introduction to our key software modules. For more information see our web site at [www.signz.co.nz](http://www.signz.co.nz) or email us at [sales@signz.co.nz](mailto:sales@signz.co.nz).

## Inventory and Bookings Modules

The core of the SIGNZ system is the inventory and bookings components. This module will form part of all installations and applies to all media types. Each panel or site will be individually recorded in the inventory.

### Site Inventory

The Site Inventory contains details of our panels / sites including:

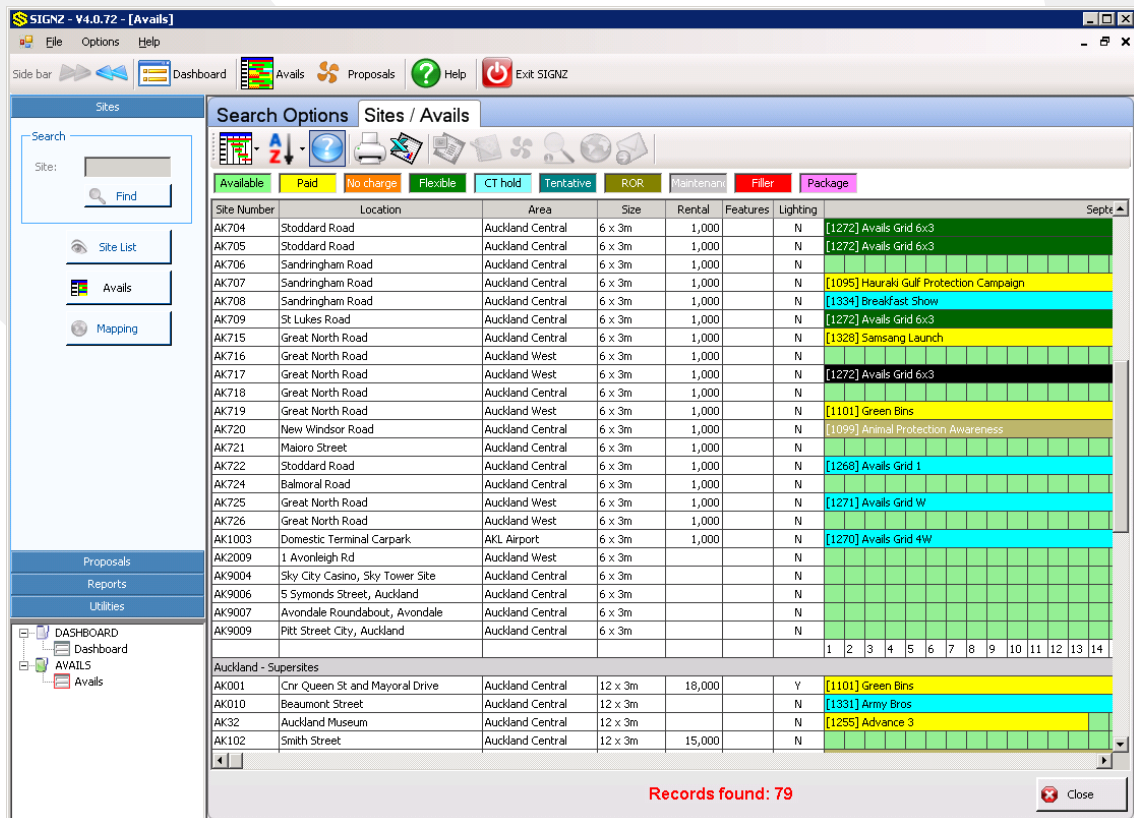
- Location: containing a description of physical address plus a searchable hierarchy that places your sites by area, region, state, etc.
- Size: Panels are classified into their physical size, as well as a size category. For example, all 12x3 metre billboards may be classified into 'Supersites' but then small variations in physical size would be shown within that classification. Similarly, all taxi backs can be grouped together with different styles within that group.
- GPS co-ordinates: for integration with various mapping systems.
- Features: such as lighting, direction, road type (highway, suburban), proximity to major outlets, etc. may be useful for outdoor / large format signage.

- For indoor advertising we store proximity to retailers and other shopping centre or airport locations (lounges, etc.)
- Restrictions: some panels may be near schools, churches or other locations that may restrict the material
- Property owner and payment details
- Related sites (such as A and B panels on a single pole)

### Site Availability

Site Availability is automatically maintained by SIGNZ based on bookings, construction and maintenance schedules. There is no need to manage availability data manually as a separate task, therefore Avails data is always 100% up to date.

The Avails screen shown below forms the basis for all sales activity. Sites can be searched for based on size, area / region, availability, lighting and much more. From the Avails screen we can then view site details, book sites, create proposals, maps, etc.



## Contracts / Bookings

A contract contains details as to which sites are to be used for a campaign, production and installation details, and billing instructions. A contract could be composed of just a small number of panels (an individual billboard site) or hundreds of bookings across the same or multiple media types.

SIGNZ handles bookings in monthly, fortnightly, weekly or daily periods and has a wide range of billing options.

For companies that sell on an individual panel basis, SIGNZ has tools to help you find the right panel for your clients' needs. These include the Avails shown above.

For those that sell larger contracts where the required sites can be determined by the system, SIGNZ has a range of tools to help you automatically book a specified number of panels that fit your specification (areas, retailers, sizes, features, etc).

For large-scale installations, SIGNZ can also use Packages – pre-built lists of panels that are sold as a single unit. Packages allow you to turn a large inventory into a more manageable number of units of sale that may contain 50, or 100, or even more panels. These Packages may represent a single target audience, geographic area or possibly even specific retailers.

Sites cannot be double-booked for a single period.

All bookings made, immediately flow through to the Avails data in SIGNZ and possibly on a web site.

Bookings are also used to manage installations, production and invoicing.

## Installations, Production and Maintenance

Installations and media changes are scheduled via the Contracts and Bookings that have been entered into SIGNZ. Each booking can be linked to / or associated with:

- a priority
- an installer
- costs
- skin / media to be used
- scheduled date for installation / removal

From this, SIGNZ can generate installation lists for installers that include all work to be done over a given period. This can include installations, plus other tasks such as small maintenance jobs, lighting checks and other required jobs – either on the sites requiring installation or other sites in the vicinity.

Proof-of-posting mechanisms include barcode scanners, posting photos and contractor-specific web pages that allow us to gather details on completed installations and other work; in addition to providing performance reports (including photos) back to clients / agencies.

Tools exist within SIGNZ for scheduled maintenance, upgrades, construction of new sites and more. All of these are managed via a central Job Control system that handles both your costs and charges to clients where appropriate.

SIGNZ can communicate with hand-held devices such as PocketPC and Windows CE.Net units (possibly with camera or barcode scanners) to allow a mobile field force to view and update Job details whilst on the road.

## Accounting Functions

SIGNZ contracts and jobs contain all the information required to generate invoices to clients. The normal configuration for SIGNZ is for it to generate and print these invoices ready to be posted (or emailed) and then pass the invoice details across to your accounting system to handle the Debtors' payments, statements, tax and so on. SIGNZ currently interfaces with a wide range of products such as MYOB, QuickBooks, Arrow, Pronto, CBA and MS Dynamics AX.

From a Creditors point of view, SIGNZ can generate payments to site / land owners based on a fixed payment or a % of sales. A comprehensive set of conditions allow us to handle all common lease terms.

Once payments have been processed and statements (or recipient-created invoices) have been created these can be passed to your accounting system to handle direct debit or other Creditors' functions.

## Sales Tools

SIGNZ has built-in support for many pre-sales tasks including:

- Web sites based directly on SIGNZ data such as site details, photos, maps.
- PowerPoint site cards generated on-demand from SIGNZ data / photos. Using SIGNZ to generate these on-the-fly (as required) means that we can easily change site card formats or have multiple formats for different uses
- Proposal tracking tools  
Contact management features, enabling you to monitor client calls
- Reminders and calendars
- Mail merge, Word document generation

These tools are easily customised to suit individual companies as most functions are driven by 'template' documents that can be modified by users / administrators.

## Reporting

SIGNZ features a wide range of reporting tools including our built-in Sales Analysis programs. These programs allow you to slice and dice your data any way you like, for example:

- new sales by rep by month
- income by contract by month
- income by customer, advertiser or brand
- income by area, region, state
- income split by GL account code
- installations, production, other income
- income by size, lighting, grade
- or any combination of these

Reports can be easily tailored to suit, or you can use the provided tools to create your own reporting systems. Data can also be accessed by other reporting tools such as Access, Excel or Crystal.

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