



Adworks™ Local Area Marketing

SMART
SOLUTIONS
GROUP

The way it works



Adworks is an on-line local store and dealership marketing system.



Adworks™ Local Area Marketing

Retailers, and especially franchises, are facing dramatic changes, in the coming years, with the increased competition from e-commerce and the growing number of large, aggressive competitors, in most retail sectors.

Adworks has been created to provide both retailers and franchises with a strong competitive advantage.

Large corporate retailers and franchises, focused on centralised brand promotion, face huge production and media costs to implement local store marketing strategies, while e-commerce retailers cannot offer local service support and back-up. **Adworks** has been designed to augment the strength of both the co-operative retail group and franchise.

Adworks allows them to enjoy the cost benefits of the group, whilst enabling them to customise their advertising promotional activities to compete, more effectively, on a store by store basis and to leverage their advantage, over the competition.

Adworks is an on-line local store and dealership marketing system, that allows individual stores to plan and develop their own promotional advertising and marketing activities, but with a sophisticated control system to ensure consistent executions and a high standard of brand management.

Adworks can provide access to your own customised formats for press, radio, flyers, catalogues, brochures, shop-a-docket, direct mail, in fact a complete range of local store marketing tools that can then be altered on-line for individual branch requirements.

Adworks can be purchased or rented on a managed server, and then customised to include specific products and services, layouts, copy and headlines, as well as specific customer demographic information. Finally, the application has your 'house' graphics incorporated to give it a customised 'brand' look.

Key benefits

- Maintains corporate brand guidelines
- Integrates local store activity with overall brand activity
- Generates page layouts ready for printing
- Saves time and production costs
- Gathers marketing statistics
- Reduces delivery costs
- Creates and measures advertisements from each location
- Extends deadlines allowing last minute content changes
- Permanent audit trail

Key features

- Simple to use
- Custom designed
- Allows branding for each client
- Totally secure
- Easily updated
- Platform independent
- Can link to JAS and Filestor
- Variable text & graphics
- Produces print ready PDF's



You determine exactly how it will work for you

A Set-up

Administrator creates advertiser profiles	Templates are created and approved in conventional way	Templates are then tagged in InDesign and published into Adworks	Images are uploaded into library or optionally Filestor
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B Each job

Users choose the template that suits their needs	Users select their copy from a preset range and personalise it	Users make their images selection where appropriate	With each alteration the user can preview the final layout
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C Making corrections

For many clients this is the end of the process. However if necessary, the people approving the job can update and make corrections, on the originator's behalf, reducing the level of communications required. The user, who originated the job, can always view and be kept informed of it's progress through the approval cycle.

D Approval Process

You establish your own approvals process. Completed press, radio, flyers, catalogues, brochures, shop-a-docket, direct mail etc, are uploaded for checking and approval. This approval process is managed by an inbuilt 'lite' version of JAS.

E Job Completed

Users cannot gain access to the final PDF until the job has been formerly approved by the centralised authority (possibly the marketing department of a franchisor).	Once a job is approved, or approved with corrections, the user is automatically notified and can then access the final PDF for download and local printing, or use the system to email the PDF to the printer.
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Our Commitment to you...

Our reputation has been built on our ability and track record to deliver an easy to use, flexible and adaptable job approval system that does exactly what it says it will do.

Adworks, for purchase or rental, enables local managers to produce customised local store marketing campaigns and press materials. It does not require either extensive training or expensive desktop publishing software.

Adworks has been designed to enable local stores to actively promote themselves, in every media, whilst ensuring that brand consistency is always achieved.

Our commitment is to help you to achieve exactly what you want at Set-up but to provide the longer term professional support and training to meet your future needs as well. Adworks is a totally scalable solution for clients, both great and small.

Russell Hibbert
Managing Director
Smart Solutions Group Pty Ltd



Performance Capabilities

Adworks has been designed from the ground up to be a multi-user, multi-client system. It is built on standard platforms of Java, HTML, Apache Tomcat, Microsoft SQL Server (MSDE or Standard Edition).

Our installations range from a few, through to thousands of, users

Over the years, and in its many installations, Adworks has proven to be a high availability system, delivering over 99.6% uptime.

Scalability

The flexible system architecture allows each installation to grow with your needs. Should a system become overloaded, it is simply a matter of adding some additional hardware to spread the load. The system can be separated into separate components for the webserver, application server and database server.

Where there is a requirement for a system to have a high availability, it can be configured to have redundant, load balanced, servers. Should you access our applications via our rental online offering, these issues are already taken care of. If you are installing the software in your environment, we will work closely with you to develop a configuration that specifically meets your requirements for load, redundancy and disaster recovery.

Security

Online system security is a major concern to both software vendors and users alike. Smart Solutions have invested a great deal of time and effort in making our system as secure as possible. We use many layers in our security model and - without giving too many secrets away - we use:

- Unique username and password authentication
- Https for secure web communications
- Enforced complex passwords
- Encrypted passwords
- Password and account expiry
- Account lockout after a number of failed attempts
- SQL injection protection
- Each page is validated against both the users credentials and access levels, before being delivered to their web browser.
- A complex data access model to ensure users can only access the data they are supposed to.
- No files are stored under the web root.
- Secure file storage
- Our systems have proven to be very secure, over the years, and have successfully been proven against a number of in-depth client security audits.

Typical system requirements

You don't have to install any additional software; all you need is access to a standard web browser and an internet connection. By using standard internet technologies, we offer a very simple means of access thereby making it a very simple system to deploy.

Supported web browsers are;

- Internet Explorer 5.5 or greater (Windows only)
- Firefox 1.5 or greater
- Safari 1.5 or greater (Mac OS X only)

The system works best with screen resolutions above 1024 x 768

For best system performance you should have access to a broadband internet connection.

Typical Server configuration

- Dual CPU Xeon processor 2.8 GHz or better
- 2 GB RAM
- Windows Server 2003
- Microsoft SQL Server 2000 (MSDE or Standard version)
- Apache Tomcat webserver



Professional services, including on-site training, consulting, and implementation, are available directly from the Smart Solutions Group and through our authorised reseller partners.

One of our Software Integrators is assigned to each installation in order to ensure that you get exactly what you need from the system. Our products are all customisable, are supplier independent and can interlink, quickly and easily with your existing systems.

All of our products were specifically designed in order to meet individual client needs and we are committed to continuous research and development. The key to any successful software development is in the planning stage. It is extremely important that sufficient time is devoted to establishing and agreeing upon a detailed technical specification before development work is commenced.

Upon commencement of a project, a development team will be assembled and in conjunction with the client develop a detailed specification of the system. A firm timeline will then be put in place and used to drive the project. Our team of specialist, in-house, developers can offer highly flexible and creative solutions for your business requirements.

With a user interface that is both intuitive and elegant, our products are able to provide powerful functionality in a user interface which is designed to support intuitive, task-oriented user interaction. Qualified trainers can provide onsite training courses to induct your staff and clients, or provide customised 'train the trainer' courses for selected staff, who can then provide training to staff and clients.



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Product support services

- Installation
- Customisation
- Needs assessment and on-site product and application training
- 'Train the trainer' courses
- Software design and maintenance
- On-going telephone and on-line technical support
- Production and customisation of administrator and user manuals
- Managed hosted solutions
- Off-site backups
- Disaster recovery plans
- A totally managed solution

Our support staff

- Over 20 year's graphic design, advertising and print industry experience
- Analysts, programmers and systems designers
- Qualified trainers
- Supplier independent
- Intelligent, articulate and hardworking
- Offering practical hardware and software solutions to creative, workflow and production problems



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For current details on our clients, our resellers and the other products within the Smart Solutions Suite, please visit our website.
www.smartsolutions.com.au

Integrate seamlessly with...

Filestor™
Digital Asset Management

JAS
Job Approval System

X-changer™
Collaborative Publishing