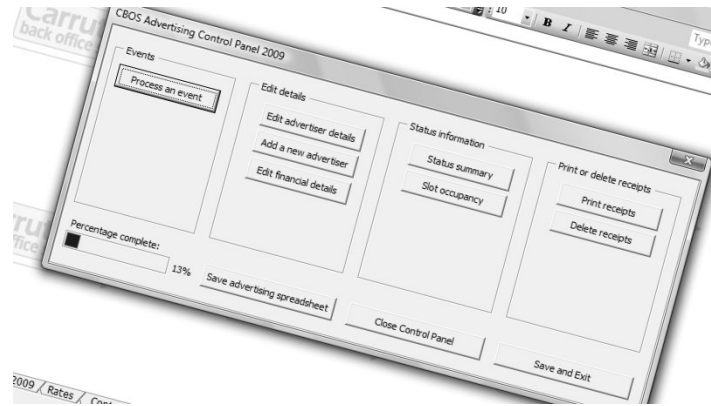


Recommendations (continued)

Based on this, we proposed a solution that would:

- Implement the State Machine in VBA code thereby bringing the process out of the plastic folders and into the Advertising Renewals application.
- Provide a form-based user interface to the State Machine. At each point in an advertisement's lifecycle, this would present the User with a set of options from which they could select the one that corresponded to the event that was being recorded. The options offered would vary according to the State of the advertisement that was being processed.
- Provide form-based user interfaces to the advertisers' details (to simplify adding, editing and deleting entries) and to the financial details of each advertisement (size, rate, months, etc.).
- Enhance the renewal invitation process by including full details of size, price, etc. as well as current contact details held, so the advertiser could indicate any necessary changes when they returned the renewal form.
- Allow receipts to be generated automatically (and printed) at the appropriate point in the process. The amounts would be calculated from the financial details.
- Allow the current status of each advertisement, and the occupancy of all advertising slots (and hence generated revenue) to be viewed at the click of a button.
- Provide a single point of entry to all the above features.



Benefits

The solution involved about one week of work. However it has resulted in considerable time savings in the following areas:

- Advertisements are progressed using a very simple process whereby the user has to select from up to three possible options at any stage, according to what event has just happened. This means that no familiarity with the process is presumed.
- The current state of each advertisement is unambiguous and easily viewed.
- Receipts are generated (and stored) within the application, to ensure a professional-looking receipt is generated.
- The same system handles new advertisers equally well as it handles renewals.
- An audit trail is generated automatically for each advertisement, which records each transition and the date on which it occurred.



**If your spreadsheets are impeding your business processes, contact us now for a free consultation
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