

netVantage™

your complete ad production solution



Netvantage™ pioneers a 'paperless', cross-platform solution for sales and brand analysis, ad planning, digital asset management, and web-based workflow management. It delivers tools, processes, and web-integrated systems for retailers, grocers, catalogers, and direct marketing companies. Netvantage™ gives merchandisers immediate control over product selection and event planning. It includes a Web-based, collaborative solution for image review, page approval, and job tracking. It manages ad production from 'concept to print'.

Netvantage™ is designed for retail enterprises looking to deliver effective and more profitable advertising campaigns. It is a solution that helps your company gain a competitive edge by automating the most tedious and time-consuming aspects of your ad production process. These processes include product selection, ad planning, page approval, job tracking, digital asset management, version management, and page production.

WHY YOU NEED NETVANTAGE™

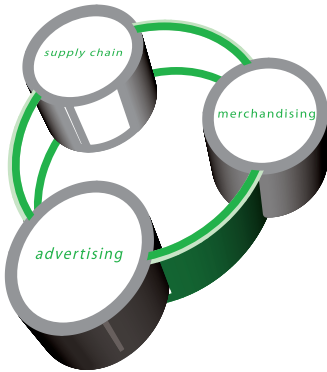
In an environment where aggressive pricing strategies and precisely targeted advertising are keys to success, retailers are tapping into sophisticated technologies to gain the competitive edge. As information technologies continue to advance, retailers are finding better ways to manage large volumes of data and to segment markets. With powerful category management tools designed specifically for busy retail environments, Netvantage™ makes possible the highest standards of productivity.

With the Netvantage™ solution, you will be able to target, promote, and manage your merchandise with greater speed, ease, and precision. You will be able to do this with less effort and lower cost than ever before.

KEY BENEFITS

- Create market-versioned promotional material in shorter amounts of time without increasing resources
- Take advantage of in-depth reporting capabilities by calculating ROI by SKU, Category, Vendor, and buyers
- Improve communication between merchandising and advertising by providing a central location of product content
- Reduce errors by introducing electronic turnover of ad plans from merchandising to production by enabling one-time data entry
- Significantly reduce stockouts and maximize supply chain efficiency
- Automate key stages of ad building to reduce time-to-market and increase operator productivity
- Streamline approval timelines and increase accuracy with automated online collaboration
- Fully integrateable with your existing systems

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OVERVIEW

Today's retail store faces greater competition than ever before. It needs to deliver the perception of greater value for each and every dollar the consumer spends if it is to survive. Linking Merchandising and Advertising builds a more competitive company by reducing the time necessary to deliver perceived customer benefits such as value pricing and better product mix. This improved response to customer demand ultimately produces more effective customer response.

VERSIONING

Netvantage makes easy work of creating multiple versions of any catalog or circular. Versioning can also be expanded to encompass different languages (Spanish or French product descriptions, for example), price and currency versioning, as well as tone versioning for customized direct mail pieces that address demographic, economic, and ethnic market differences.

LAST-MINUTE PRICING

With Netvantage, merchandisers are able to perform last minute pricing efficiently correcting prices just before print so as to keep up with current market conditions. The advertising department is able to obtain these last-minute prices electronically from merchandising and automatically flow them into the prepared layout pages.

PRICE MAINTENANCE

Consumers expect to find the advertised products at the advertised prices. Netvantage provides extensive price maintenance checks, whereby the merchandiser can view, print, and edit the prices by event, by page, and by version. Many detailed price reports help ensure price integrity.

PROCESS



FUNCTIONS

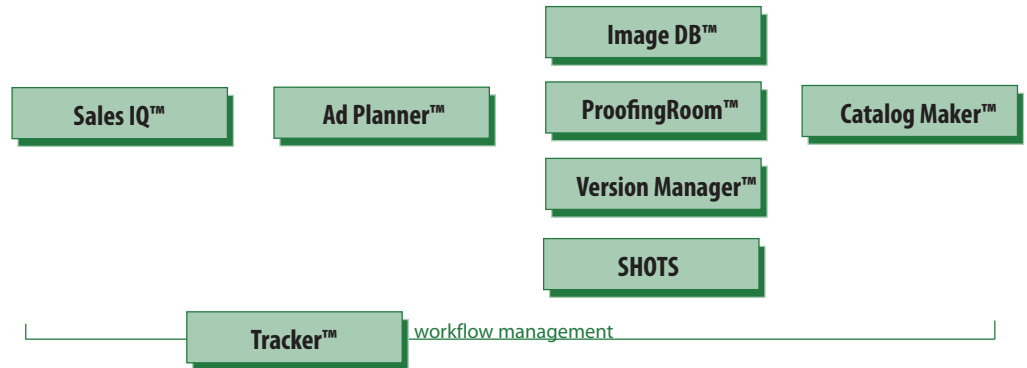
- Event Financial Planning
- Category Sales Details
- Page Sales Details
- SKU Sales Details
- Post Event Ad Analysis
- Ad Lift Measurements

- Event Management
- Product Selection
- Information Gathering
- Inventory Management
- Fact Sheet Creation

- Design & Layout
- Digital Asset Management
- Automated Workflow
- Version Management
- Change Management
- Online Proofing

- Last Minute Pricing
- Item Substitution
- Copy Versions
- Image Versions
- Price Versions

SYSTEM MODULES



LEARN MORE ABOUT NETVANTAGE

Netvantage is the most compelling cost effective software solution available for automating the production of retail ads, circulars, and catalogs. Its database is shared by Sales IQ and AD Planner for event planning and production information management. Ad Planner maintains descriptive copy, images, current and future zoned prices, and Euro price formats for 100,000+ products. It runs on a cross-platform, multi-user, ODBC compliant Oracle database solution that supports SQL queries. In addition, Ad Planner offers custom solutions to port to an Intranet or the Internet. Ad Planner works seamlessly with Catalog Maker for fully automated catalog creation while Sales IQ permits product selection and analytics.

To learn more about Netvantage or for a free consultation, contact Saferock today.

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