

# FAKE BRAINS SOFTWARE

## *Product Offerings*

### ***Our Mission***

“To be the premier supplier of office automation software to small and medium sized newspapers and shoppers with quality support. We want to form a partnership with each and every one of our customers to help them use our software to its fullest capacity and to mold our future software into a product they can call their own.”

## **ACCOUNTSCOUT**

### ***The Front Office Solution***

*AccountScout* is an accounts receivable software package specific to the newspaper industry. It provides screens designed uniquely for display and classified ad entry. You can schedule upcoming runs with a single entry, reducing data entry time. Send bills and invoices containing both display and classified transactions, as well as, any miscellaneous items you sell. All charges within *AccountScout* can be commissioned as they are accrued or paid. With *AccountScout* running the front office, you can spend more time selling ads.

### **Display Ad Management**

Not all rate cards are alike and *AccountScout* is flexible to accommodate most every scheme, including contracts. *AccountScout* monitors contract fulfillment, as well as, identifies who should be persuaded to commit to more advertising next year. *AccountScout* flags clients that need attention with many detailing reports for both you and your sales force. Utilize credit limits to prevent bad debt customers from advertising without your approval. Schedule ads indefinitely and forget about them, freeing your time for other work. Specify the section of the paper and categorize the type of display ad sale for analysis of revenue. Upsell additional features as a flat fee or a percentage of the ad, in order to generate more revenue. Assist with the final layout of the paper either by producing an ad manifest for manual paste up, or by exporting the information into an automated ad dummyping package, such as Managing Editor's AdForce. Entering ads into *AccountScout's* display ad screen is intuitive and easy for the entire staff to learn.

### **Classified Ad Management**

As the client phones in an ad, a single person prepares it for the next issue in the paper and online. Immediate payment is accepted or the client can be billed. Send only a single bill to commercial clients by having an integrated classified and display package consolidate their charges. Submit bills to walk-in traffic each week to receive payments promptly and improve cash flow. Open the classifieds in Quark or PageMaker, or have *AccountScout* create a classified ad website. Just link the classified index to your home page and provide immediate online access to your clients. *AccountScout* manages your classifieds from the point of entry through production with an easy to learn interface.

## **ROUTESCOUT**

### ***The Circulation Solution***

*RouteScout* services newspapers and shoppers distributed as carrier delivered total market coverage (TMC saturation), rack, or subscription products. Create routes consisting of a TMC region, group of racks, or a set of subscribers. Groups of routes referred to as “Regions” are used to allow for easier scheduling of circulars and to generate reports based on zip code, publication, city, or anything that the circulation manager needs. Payroll checks and end-of-year tax forms are generated based on the custom needs of the carrier, driver, and route requirements. With *RouteScout* managing the circulation, customers receive their paper when and where they want it.

### **TMC Delivery**

Manage the individual needs of your carrier force effortlessly with *RouteScout*. Each carrier can deliver multiple routes, and each route can have multiple carriers. Payment for each route can be customized based on sparseness, difficulty, paper count, mileage, and circular counts. *RouteScout* calculates unlimited insert combinations having multiple runs, guiding the circulars from the press to the carrier. Circulars can run in a single route, any set of routes, or the entire circulation, satisfying customers of all sizes. Each bundle sheet displays the route, paper count, stop deliveries and insert contents to reduce the likelihood of mistakes. With *RouteScout* managing the distribution, your TMC product can be delivered efficiently and painlessly.

### **Bulk Rack Distribution**

*RouteScout* manages single copy and bulk drop distribution. Truck manifests are generated for each issue detailing rack draws in delivery sequence order. Drivers notate pickup counts and general comments on the manifest, which can then be entered easily into *RouteScout*. Waste reports assist in adjusting rack draws and in determining racks requiring refills. Use *RouteScout* to grow your distribution where your publication is in demand.

### **Subscription Management**

Organize subscriber's individual needs easily with *RouteScout*. Each subscriber can have unique rates and discounts, multiple vacation suspend periods, and special renewal rates. *RouteScout* monitors each subscription to send renewal cards and termination notices, as specified. New customers are given a grace period to provide time to receive payments. Street level maps assist with geocoding an address to a route, as well as, in determining each carrier's walk sequence. Carrier action lists communicate new subscription starts, stops, and suspends. Increase customer satisfaction with *RouteScout* handling the subscriptions.



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