

c i r c u l a t i o n



**APT**  
advanced publishing technology

**APT's** Falcon Circulation is the most advanced, intuitive and versatile circulation management software for the publishing industry. Our complete suite of programs enables you to manage all aspects of circulation from single copy and delivery services to Internet access, mapping and market coverage.

Falcon's unique features and capabilities give you a powerful tool to respond to the competitive, ever-changing business environment. Accessing multiple levels of information is as easy as clicking your mouse.

Our success is measured by our clients and the people they serve. We have met the challenges in all market sizes, from small communities to large urban newspapers. Falcon provides performance, reliability and an extensive list of user-friendly features. ■ ■ ■ ■



### **Customer Service**

Falcon Customer Service puts all subscriber, carrier and route information at the fingertips of your customer service and sales people. Your customer service needs will be handled promptly and professionally, ensuring customer loyalty and improved retention.

The Falcon Alerts module is the most advanced service dispatch and tracking module available. Falcon Alerts includes real time request tracking, service driver dispatching and management monitoring of routes, carriers and trucks. With Falcon Alerts, your customer service people can tell at a glance the reason that a paper was not delivered and what to do about it.

### **Route Delivery**

Falcon Route Delivery software takes care of all of the route-based distribution of your newspaper through carriers, motor routes, truck haulers, district managers, etc. Falcon organizes contracts, routes, and savings accounts more efficiently than ever before. Our software understands the complexities of route delivery and offers sophisticated tools to automatically split routes that have increased in size as well as allowing a route to be assigned to different carriers with each carrier assigned to a different delivery day.

### **Internet Access**

Falcon Internet Access software gives your subscribers, carriers, and single copy locations a secure and monitored window into the Falcon System. Subscribers can start a new subscription, put themselves on vacation, and enter service issues. Carriers access their route lists, service error reports and pay their bills while Single Copy outlets can request more papers, enter in their returns and pay their bills. Internet Access works to lessen the load on your customer service department and allows more flexibility for your customers and distribution force to manage their accounts— saving both time and money.

### **Single Copy**

Falcon Single Copy software supports all aspects of the sale and distribution of your newspaper through boxes, dealers, wholesalers, hawkers, etc. Respond to market changes instantly to reduce returns and avoid sellouts. Track the history of locations and make informed decisions that will improve your distribution's bottom line. Falcon Single Copy even calculates recommended draw based on collected historical performance. With a complete receivable package built-in, your customers can be billed directly or can be billed at a head office account or a mixture of both.

### **Sales and Marketing**

The optional Falcon Sales and Marketing software employs a sophisticated approach for increasing your revenue and circulation numbers. Modeling and data mining software is included in this turnkey module. The modeling software creates a profile from subscriber characteristics available in the database. The data mining software then assigns a score that predicts the behavior being modeled to each prospect in the database. Finally, the prospects are then ranked by the scores to differentiate the best performing from the non-performing segments.

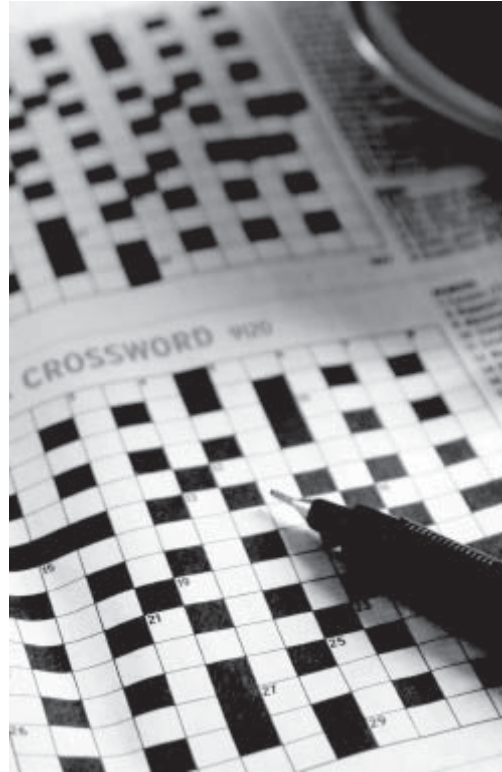
This information is then automatically used in integrated campaigns that can better support actionable decisions. Some typical uses are profiling customers, discovering new markets, enhancing lead conversion, identifying multi-buyers improving customer retention, promoting customer loyalty, uncovering product up-sell and cross-sell opportunities, managing risk, and reactivating inactive customers.

### **In Conclusion**

Falcon's powerful reporting and output module puts meaningful, real-time data about your newspaper's operations at your fingertips. You can choose from hundreds of ready-made reports, or

create ad-hoc Excel spreadsheets on the fly from the Falcon Query Tool. From closing out month-end to getting your newspaper out on the street, Falcon's reporting module has everything you need to stay ahead of the curve.

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**"It's about  
understanding  
your  
circulation  
information  
well enough  
to act on  
it."**

### **Distribution**

- Completely editable carrier & route records
- Customizable distribution for rerouting & sequencing
  - Concise carrier/route messaging

### **Total Market Coverage (TMC)**

- TMC delivery lists/labels using query application
  - Subscriber/non-subscriber separation
  - History & reports for TMC audit
  - Build rack distribution structures
    - Address maintenance
- Mail interface for standard mail delivery

### **Reports**

- Standard reports include: sales management, delivery, EZ Pay, draw, reader outreach analysis
  - Statement printing
- Reader outreach (retention) analysis
  - Customizable label printing

### **Management**

- Daily processing/updates
- Carrier/single copy billing
  - Forecasting tools
- Automatic subscriber payment import
- Generate renewal notices
  - EZ Pay processing

### **Customer Service**

- Complete customer & subscription term information
- Extensible subscription term functionality
- Current & past subscriber/subscription info
  - Stops/terminates tracking
  - Invoice creation
- Account/EZ Pay information reference tools

### **Alerts**

- Bar graph displays of current circulation status
- Drill-down capabilities for all levels of circulation structure
  - Dispatch & follow-up service requests
  - Record & dispatch shortages
- Message creation to warn of potential problems
- Current service situation display, view filtering

### **Single Copy**

- Account maintenance of draw, billing closed days & financial information
- Global and after-manifest draw changes
  - Returns entry
- Complete regional distribution management of non-home publication delivery



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