AdJacket News

AdJacket Features

2.1
FULL FEATURED
PROJECT MANAGEMENT

AdJacket features full project-management systems from Job set-up through Scheduling, Creative Review ,Budgeting, and Auto Archiving of all assets.

2.2
COOL COLLABORATION

AJ uses simple but comprehensive and elegant rule sets for sharing files , allowing viewing of all video, print, excel, word documents. Management of viewing privileges is handled by invitation thus eliminating complicated access set-up. Simply invite a team member, or other outside party to view files and they will receive an email with a direct link to the file. All job files are kept in ONE place.

We have even included a document mark-up function with time/date/name and stamping. and of course all of the usual features you would expect are included. (document grouping, metadata, etc.)

IT Director, If you are considering buying, or developing a PM system for your agency please read on...
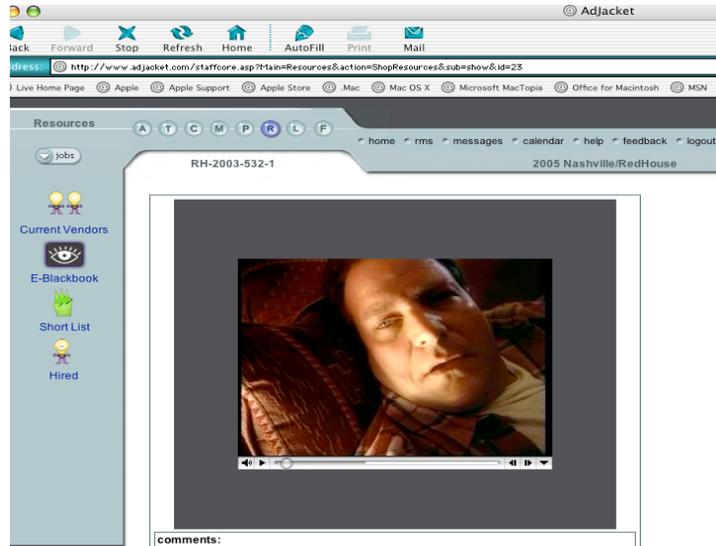
"**AJacket** is simply the best *Workflow/Project Management Front End* ever developed for empowering geographically diverse Advertising Agencies" Jeff McElnea

AdJacket
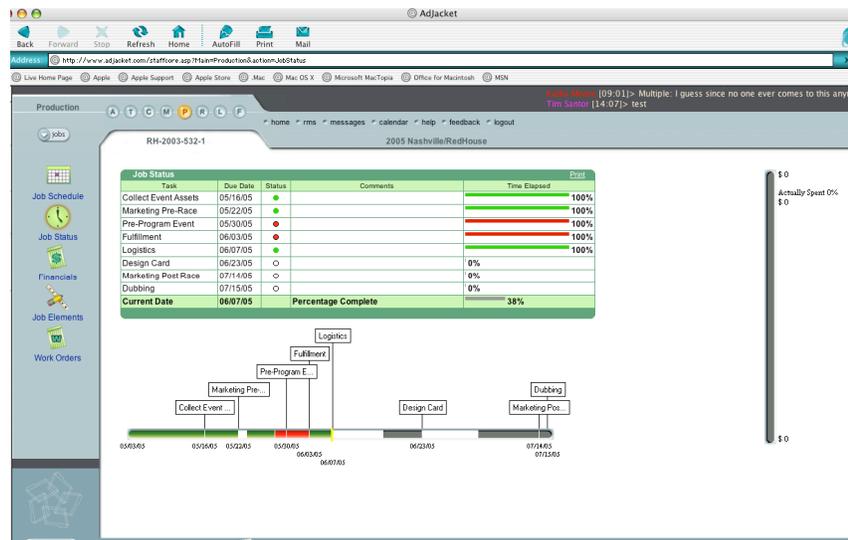
We all want to be heros in this fast world of global tech roll-ups, but gaining consensus on what a PM/front-end should be is a daunting task let alone developing, testing, and launching one. Of course, the biggest challenge of all is getting everybody to use the system, as we are sure you know. AdJacket introduced our system in 2002 to most of the largest agency groups in the US. We were met with great enthusiasm, but about 2 years ahead of ourselves. Well, the time has come for AdJacket and you can reap the benefits of our experience by working with us.

Let us put our years of Agency, Project management and Development experience to work for you and your Agency. We can save you up to 2 years in development of your own system, and countless dollars by using AJ as a front end to integrate your Agencies process, financial systems, special features that differentiate your agency, and help you with the internal adoption issues.

We are no longer selling AdJacket Enterprise as a solution but rather offering our code, experience, and development team to assist Agencies wishing to create an internal process management intranet/extranet.

OUR OFFER IS SIMPLE

We are offering qualified agencies the AJ Enterprise source code to for free, along with a 2 year development/consulting contract.

We have a large development team with 6 years of experience developing AJ. This team is directed by Michael Redman (who worked with, met and listened to over 300 agency staff from CEO to broadcast producer), and Oleg Nayandin PHD, systems project manager.

We believe that if you use the AJ system, and Team you will save you substantial dollars, deploy your system faster, and have better internal adoption. Our team will also help you with, installation, integration, and training.
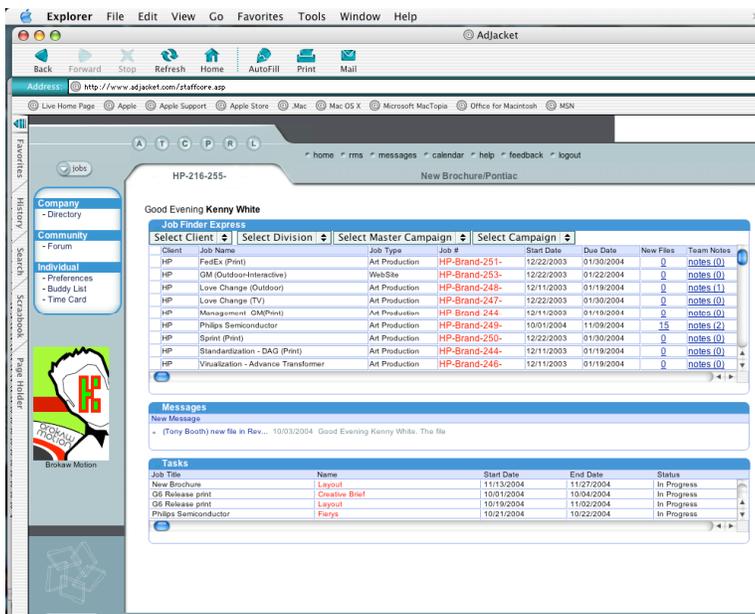
AdJacket

As you are probably aware AdJacket is still is the simplest an full featured Project Management system ever developed for the Advertising industry. It is _Enterprise level, Totally Scalable Web based, Mac & PC,_ ASP, Java coded. More features are found on the following pages. Source code is available for both the full project management system and the "Lite" version*.

AdJacket will soon be offering a webinar to qualified IT mangers/directors and we invite you to take a tour of AJ with Founder and Developer Michael Redman. If you would like to attend this in-depth look at AJ, and hear how we think we can make IT the hero contact Michael Redman directly at <u>Michaelredman@mac.com</u>

*On a limited basis

Offer is available until 3-1-06

AdJacket

Features Abound

AdJacket is loaded with front end features that are useful for all Agency functions, and help you accomplish the main requirement of any Project management/collaboration system - Full Agency adoption. It is our belief that an automation system will not give you a substantial ROI if everyone on your staff does not use the system everyday. We know all know the excuses, "It is too complicated; Does not do what we need; I still like my paper and pencil". A big part of the answer to the adoption dilemma is giving everybody a reason to visit the system daily as well as include at least one function of their daily routine that requires them to participate.

Features Listing (Partial)

Following is a partial listing of AdJacket functions. Fully test} ed,,documented scalable, and best of all adoptable.

- Unlimited Companies, Loca} tions, Customers, and Vendors

- Template driven Scheduling, Pro ject management, Client Teams, Estimates

- Collaboration with unlimited file size or types, File Grouping, Easy Uploads, File Details, History, Versioning, Full control over viewing.

- Library /Archive that is fully integrated into your workflow for automatic archiving, Indexed searchable Quark, and PDF docs, Simple user interface.

- Secure Instant messaging, with Groups, Buddies, Teams, and history

- Media delivery that allows you to traffic radio, and video directly to stations

- Intuitive design with a logical workflow system that also allows totally non-linear usage

- *30* second Job Set-up with auto job numbering (fastest of ANY system)

- Time Card functions with report - ing. (remember what we said about a reason to come to AJ everyday? Well time cards could be that one thing)

- Staff/Client/Vendor directory located on the home page for easy access.

- *3* User interfaces - Agency, Client, and Vendor

SECURE INSTANT MESSAGING

SECURE INSIDE AJ

AJ allows all users of the system to create a buddy list just like other IM systems. You can create groups and job teams as well. The most compelling feature of the AJ IM system is security. As you well know, IM systems in the open market are NOT secure. AJ's IM is totally secure since it is running inside the already secure AJ system

COMING SOON!!

AJMeeting Peer to Peer , or Peer to Many. Secure Live Global presentations via the web.

- Vendor On-line PO# and On-line Vendor Billing

- One hour training for any job posi} tion

AdJacket

Q&A

Answers to some of your Questions about AdJacket

What do you mean by Qualified Agencies when you refer to Free source code.

This offer is for agencies that are currently in development of a system like ours, or are interested in developing a system and working with us a a third party development partner. You must fit into one of these 2 categories.

Do we need to buy AdJacket, or can we just use modules, or source code?

We are offering on a non-exclusive use basis the AJ system source code. Our development team will help you integrate AJ into your systems to use as a front end, support and offer new feature enhancements.

How would our IT team interface with the AJ team?

AJ works as an outsourced developer to your team. The main difference being our 6 years of experience developing this type of software for the Agency industry. We have interviewed over 300 agency employees from CEO, to account directors, CFO, to print producers to find out how we could make their lives easier and their departments more efficient. We have a deep knowledge base from which to draw.

How much will the AJ system and your development team cost?

Not an easy question, but long term you will save a bundle using AJ. It is fully developed and tested in the field. Additionally, we feel like we have some of the worlds best, most affordable, and fastest programming talent.

What languages does the AJ team use?

Our team programs in ALL Dbase codes, as well as JAVA, Flash, ASP, .NET, JSP, PHP,etc.

What is the typical process when working with AdJacket?

You will meet with Michael Redman to demo AJ, explore your existing systems (after signing an NDA) and meet your IT team. We will determine together where our services would be of most value, and what features of AJ might enhance your user, and business experience. Obviously using AJ is not a prerequisite to using the AJ development team. Following this meeting Michael will deliver a "Recommended Steps" document. Should you choose to move forward, we would create a formal scope of work together, and contract our services. You would also have a Daily Project Management portal to manage our development efforts.

Is the AdJacket Company for Sale?

No, although we will consider offers for exclusive use of the AdJacket system, and our development team.

Why would we use your team, we have our own developers?

First of all we will work with your developers at any level , or you can free them up to go about the business of maintaining existing systems.The AJ team works fast, and understands the agency business process. Ask most developers why a broadcast producer needs high quality dailies of commercials, or why it is important for account director to have control over what a client sees and when, and they will just scratch their head!

How do we get started?

We are only going to accept assignments from 10 agencies, or 1 group this year, so let us know if you are interested, and we will move quickly with you explore a working relationship.