INTRODUCING THE WORLD'S MOST COMPREHENSIVE AND TOTALLY INTEGRATED AGENCY COMPUTER SYSTEM.
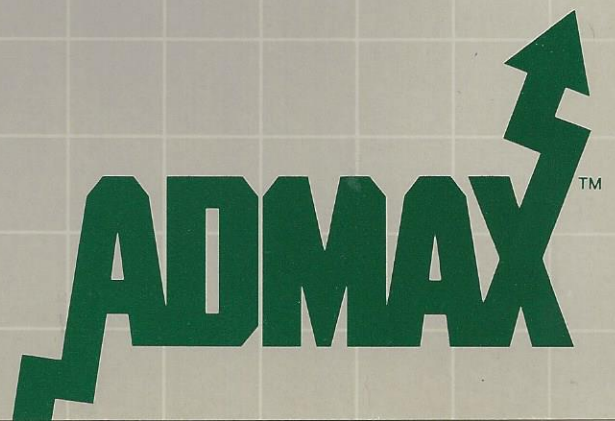
ADMAX™

Everyday, managers in the advertising business must cope with a myriad of unique, one-of-a-kind problems. The problem of anticipating unpredictable workloads that run in peaks and valleys. The problem of keeping track of massive numbers of media, typesetting and other vendor transactions and defusing the bookkeeping nightmares they can create. Plus the problem of juggling a host of varied compensation methods that run the gamut of your client list.

Agency management throughout the world have sought a computer management system capable of solving these unique business problems. Microdata Corporation proudly announces the answer with the introduction of ADMAX,™ the most comprehensive and integrated agency computer system in the world today.

ADMAX is not a computer program shoehorned to sort-of-fit into the agency business. ADMAX is not jury-rigged to almost work. Or a patchwork of programs created for other industries.

On the contrary, ADMAX is the most comprehensive computer system designed to handle the unique requirements of the advertising business. The system works with virtually any type of agency compensation method from straight fee, to fee plus commission, to straight commission or any compensation method you choose. ADMAX is totally tested. It's debugged. It's on-line. It's working and solving hundreds of advertising problems everyday. Now, ADMAX is ready to go to work for you.

ADMAX runs on Microdata's famous REALITY® computer system. "The businessman's choice." And it's backed by Microdata's worldwide service network.

ADMAX functions in a multitude of capacities, from a small to medium sized shop, to an in-house agency, to an international advertising corporation. ADMAX meets all your unique business control needs because the package was designed with the help of ad agency management for ad agency management functions.

ADMAX works with you in real time, on a minute-to-minute basis. There's no waiting for batch processing. No downtime changing programs. It handles many jobs at one time. And literally, dozens of people can use ADMAX simultaneously.

And ADMAX is flexible. It adapts to just about any business system. So, once installed, it's business as usual, you don't have to change a thing.

Imagine, instant control of every facet of your agency business operation. Think of suddenly unsnarling the thousands of scheduling and traffic details that can kill an agency on the bottom line. Consider freeing personnel and expensive overhead from routine accounting chores. Think of what you could do with those extra man-hours redirected to the creative side of your business. Imagine the competitive edge you can start building overnight.

And it doesn't cost a fortune either. In fact, ADMAX virtually pays for itself. The system costs about what you'd pay a bookkeeper. The basic system starts at less than $1,500 a month. But then, add up what it can do! ADMAX gives you all the information you need instantly, accurately and reliably.

And you don't get that information in some exotic computer language. Indeed, ADMAX speaks your language. So you don't have to worry about a lot of strange codes, odd numbers and funny symbols. ADMAX communicates in ENGLISH.® The very first day you can work with it in easily understood terms and phrases. No data processing staff is required. Your present staff can run it.

Whenever you require specific information from ADMAX, simply activate the computer terminal and key in your password to your authorized level of information. This is accomplished through a standard feature built into the ADMAX system limiting access to data on a "need-to-know" basis with passwords. Passwords can be easily changed daily by simple instructions at the computer terminal.

In addition, ADMAX guides you effortlessly to precisely the information

you need. A screen cursor prompts you through the entire data inquiry process. It works like a menu, you simply select

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        ADMAX  MAIN SELECTOR
JOB COST   1. JOB STATUS
           2. TRAFFIC SELECTOR
           3. TIMEKEEPING
           4. BILLING CLERK
           5. END OF DAY PROCESSING
ACCOUNTING 6. ACCOUNTS PAYABLE
           7. ACCOUNTS RECEIVABLE
           8. PAYROLL
           9. GENERAL LEDGER
UTILITIES 10. MAIL LIST
          11. MESSAGES
          12. DOCUMENTATION
          13. SYSTEM MAINTENANCE
          14. LOG OFF
     ENTER SELECTOR NUMBER.
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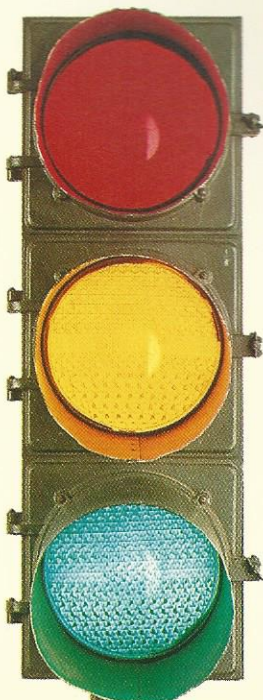
the information needed and all requested data is presented in concise formats on screen displays or hard copy printouts. It's that simple!

ADMAX can handle all types of jobs including fixed quote, job estimate, cost plus and other combinations of time and material charges.

Each job or project that is trafficked through an agency has three critical areas to monitor: traffic scheduling, labor control and buyout control. ADMAX allows you to describe in your own terminology, all of the traffic events, buyout categories and labor categories that you might utilize to complete a job. This ADMAX feature allows you to develop a schedule of events to fit your particular agency operation, client or even a specific job itself. Each time you open a job and describe it with a job type, you will automatically be prompted to schedule all of the traffic events, budget all necessary buyouts and labor categories. It's that easy with ADMAX.

TRAFFIC CONTROL.

ADMAX is specifically designed to insure a smooth, even work flow. ADMAX helps keep agency traffic on time and on-the-money. It automat-

ically helps untangle potential snarls before they turn into knotty problems.

Here's how it works: A job and a timetable for each step in the project's completion is entered into the computer. Actual dates are then entered as they occur. ADMAX does the rest. As quickly and easily as switching on a light, you get instant status reports on any job. The workloads for any department. The needs of any client. Automatically, ADMAX makes the flow of work moving through the agency instantly visible to management.

SCHEDULE CONTROL.

One of the principal areas affecting

profitability is the efficient scheduling of work moving through the agency. Bottlenecks, missed deadlines, workloads that see-saw between feast and famine are disastrous. They cost money. Ultimately, the can cost a client. On the other hand, ADMAX is designed to totally integrate all scheduling data between agency departments from concept due dates, to art and copy deadlines, to photo sessions, right down to printing delivery dates.

TIME REPORTS.

Instantly, ADMAX shows you actual employee time charges versus budgets. At the press of a button, you can see total hours logged against any category on any job. At a glance, ADMAX tells you if a billing rate can be supported by a job's budget. Or if time charges should be billed or charged to overhead. ADMAX gives you all the information you need to make profitable, cost saving decisions.

LABOR CONTROL.

Every night, your largest capital asset walks out the door. People are an agency's most expensive overhead item. ADMAX is the key to the most profitable management of that asset. ADMAX helps you isolate soft spots where high salaried employees may be mismatched against less profitable jobs.
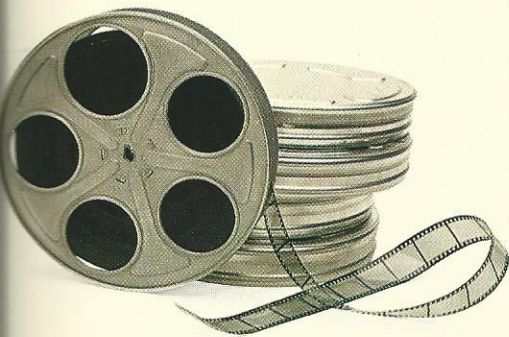
OF THE AD BUSINESS.

BUYOUT COST CONTROL.

Agency profits are in serious trouble anytime out-of-agency costs get out of control. But that's no trouble with ADMAX. Built into the ADMAX program is a foolproof safeguard that alerts you to all overbudget expenditures. ADMAX is programmed to control all your P.O.'s, flagging any that are over budget. ADMAX provides automatic posting from accounts payable vouchers, no double or triple posting is required as with manual systems. ADMAX provides complete

production and buyout control. Budget variances are maintained by job, by line item. Even internal charges such as photocopies, telephone bills, and mileage are monitored providing the ultimate safeguards to insure that all expenses are billed. ADMAX can even transfer costs from one job to another.
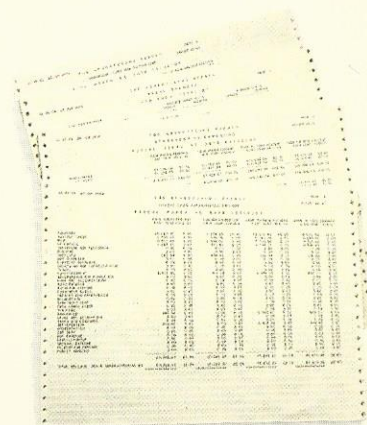
ACCOUNTS RECEIVABLE.

On the one hand, ADMAX gives you everything you'd expect in accounts receivable processing. But it also gives you many unexpected extras. For example, press a button and ADMAX calls up all outstanding invoices by client. ADMAX automatically generates billing statements weekly, monthly, or whenever you ask for them. ADMAX gives you invaluable aid in all areas of cash management.

ACCOUNTS PAYABLE.

On the other hand, ADMAX pays handsome dividends by maximizing your cash flow. First, payables are handled faster and more accurately than ever before. Then, it automatically computes discounts and keeps track of all due dates, giving you every price break possible. In fact, ADMAX will even write the check.
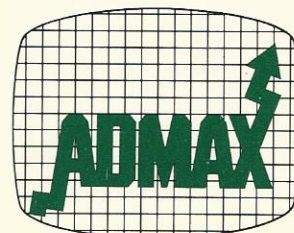
FINANCIAL REPORTS AND STATEMENTS.

ADMAX can turn a jumble of general ledger figures into what is tantamount to a crystal ball. With ADMAX you can peer into your future profit and loss position. It gives you information that lets you see around the financial corners. In an instant you can gaze into your business future with startling accuracy. Push a button, a world of detailed financial analysis is at your fingertips. It generates virtually any kind of financial report you can imagine. Client profitability reports, job profitability. P & L statements. Account manager profitability reports and more.

ADMAX also provides an array of standard and user customized financial reports plus comparisons of prior to current period, actuals to budgets, comparisons of changes by dollars and percentage calculations on the comparisons.

ADMAX can even provide the flexibility of multicompany consolidated reports. ADMAX generates virtually any kind of financial report you can imagine. And it does it now, not weeks too late.

The ADMAX computer system. It gives you maximum control of every facet of your agency's business operation. It can even process text, manage mailing lists and function as an electronic message center. And it does it all instantly, accurately, reliably, in an up-to-the-minute, easy-to-understand format.

ADMAX

from Microdata

The ADMAX™ software system runs on the famous REALITY® family of data base management computer systems. "The businessman's choice." The REALITY system provides multiple users with capabilities for updating and retrieving information stored in on-line data files. Dozens of users can communicate (via local or remote terminals) with computer files. Using our exclusive ENGLISH® retrieval language, REALITY systems allow users to tailor their vocabulary to specific application jargon.

The REALITY systems family has up to 512K bytes of main memory, up to 514 MB of disc storage and up to 46 operator terminals. The REALITY system is totally modular. As your business grows, REALITY grows right along with it. Without need for expensive programming changes. REALITY's extensive use of advanced microprogramming technology provides users with unrivaled performance and reliability in the small to medium-sized computer market.