

## Matrix SalesCenter Gives You What No Traffic, Billing, Spreadsheet or General Purpose CRM System Can – Answers.

It's the **only enterprise-level sales analytics and management solution** for sales planning, forecasting and budgeting, and strategic selling designed specifically for media sales teams, with roll-up reporting for corporate executives.

Matrix SalesCenter helps sales managers and account executives stay on top of trends, build strong relationships with advertisers and gain and keep market share. Corporate management benefits from a clear picture of sales history and account activity across the entire organization, no matter how many stations, outlets or other media services exist, including internet. This view is accomplished through our unique ability to link similar accounts and analyze large volumes of historical data.

In addition, Matrix SalesCenter was specifically designed to incorporate the most widely-used features of a customer relationship management (CRM) system so that contact and activity management can be integrated with analysis and reporting for the most comprehensive media sales management solution available. General purpose CRM systems are truly an "empty box" in comparison to Matrix SalesCenter because they don't provide any immediate insight or analysis on historical customer activity and trends.

*Matrix SalesCenter is the only product that provides true sales history through its unique ability to intelligently link accounts.*

Name	Report Period	Total	NR: \$ Lost	NR: % Lost	#Lost	NR: % Lost	NR: Avg Lost	NR: %
Total	Jan 2009 vs. Jan 2008		\$18,446	30%	6	35%	\$3,074	
<b>Grand Total</b>			<b>\$18,446</b>	<b>30%</b>	<b>6</b>	<b>35%</b>	<b>\$3,074</b>	
#1 Automotive	Jan 2009 vs. Jan 2008		\$13,346	100%	5	100%	\$2,669	
<b>Grand Total</b>			<b>\$13,346</b>	<b>100%</b>	<b>5</b>	<b>100%</b>	<b>\$2,669</b>	
Cavanaugh Auto	Jan 2009 vs. Jan 2008		\$0	0%	0	0%	\$0	
<b>Grand Total</b>			<b>\$0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>\$0</b>	
Cavanaugh Kia	Jan 2009 vs. Jan 2008		\$0	0%	0	0%	\$0	
<b>Grand Total</b>			<b>\$0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>\$0</b>	
City Auto World	Jan 2009 vs. Jan 2008		\$0	0%	0	0%	\$0	
<b>Grand Total</b>			<b>\$0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>\$0</b>	
City Hospital	Jan 2009 vs. Jan 2008		\$0	0%	0	0%	\$0	
<b>Grand Total</b>			<b>\$0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>\$0</b>	
Local Appliance Store	Jan 2009 vs. Jan 2008		\$5,100	34%	1	33%	\$5,100	
<b>Grand Total</b>			<b>\$5,100</b>	<b>34%</b>	<b>1</b>	<b>33%</b>	<b>\$5,100</b>	

## About Matrix Solutions

As the market leader, we offer software solutions that help media sales professionals develop and implement strategies to grow advertising revenue.

Founded by a media company executive in 1992, Matrix Solutions serves a customer base of approximately 10,000 users at over 800 outlets representing more than 50 media groups throughout North America.

## Media Organizations We Serve

- Broadcast TV and Network
- Cable MSO and Network
- Radio
- Newspaper and Print
- Outdoor
- Online

## Customers

- Cox Television
- Entercorn
- Entravision
- LIN Television
- Tampa Tribune
- Quincy Newspapers
- TimeWarner Cable
- and many more . . .

*I've been in the broadcast television sales business for 16 years and currently oversee sales and marketing for 41 television properties nationwide. Of all of the sales tools available, Matrix offers me the fastest solutions to my daily questions. From historical advertising billing to ad category growth, Matrix has a report that will satisfy your needs. However, the biggest difference is the personalized customer service they offer at Matrix. If I were limited to only one sales management tool, Matrix would be it.*

Eddie Melendez  
Vice President &  
Director of Sales

Entravision Television Group  
Santa Monica, CA

## Exceptional Service & Support

We're known for our high standard of customer support. Our services team has access to the right tools and the right people to answer questions, train users or resolve issues as quickly as possible. Support is courteous, hassle-free and timely.

Matrix Solutions  
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# Matrix SalesCenter Key Features

SalesCenter is a single, robust, integrated solution that works across outlets/stations, local and national sales organizations and all media types such as cable and internet.

## Analytics & Reports

- Use robust reporting capabilities to analyze every aspect of your advertising revenue
- Know what's happening with pacing
- Track non-traditional revenue
- Customize and save reports to be shared across your organization
- Effortlessly link together like accounts for a true advertising report

**BENEFIT:** Comprehensive information at your fingertips makes decision-making faster and easier

## Budgeting and Forecasting

Analyze revenue, forecasts, budgets and pacing in a variety of report formats, sorted by criteria such as outlet, office, salesperson or category

**BENEFIT:** Develop sound strategies to grow sales

## Customer Relationship Management (CRM)

- Manage your day-to-day activity with customers and prospects
- Access reports and analysis

**BENEFIT:** The ONLY solution that integrates the best features of a CRM with analysis, forecasting, budgeting and reporting

## Enterprise View

Leverage robust capabilities of a scalable database to roll-up and analyze information across your entire organization

**BENEFIT:** Both top-down and bottom-up views are available to make better business decisions

## Multiple Traffic and Billing System Support

- Gain access to the detailed information in most traffic and billing systems, including Harris (OSI and Novar), WideOrbit, Marketron, Enterprise, VCI, Eclipse, Pilat and Mactive
- Gain the benefit of the only solution that pulls data from multiple systems at the same time

**BENEFIT:** We do the work to gather the information from your billing and traffic systems to provide an accurate and easily understandable picture of sales history and opportunity

## Sales Team Management

- Gain instant access to your team's performance and progress
- Redistribute accounts easily and according to importance, particularly as turnover occurs
- Develop strategies to improve performance

**BENEFIT:** Consistent, accurate information makes it easier to develop and implement sales management strategies

## Strategic Account Management

Create strategies to:

- Develop your high growth potential accounts
- Protect your high revenue/low growth accounts
- Claim and develop prospects
- Deal with the resource-draining low revenue/low growth accounts

**BENEFIT:** Focus on accounts with the greatest growth potential

## Targeted Marketing

Determine what marketing programs make sense, from multi-media selling initiatives for print, broadcast and online, to grouping unrelated advertisers to create special interest marketing programs

**BENEFIT:** Marketing becomes more cost-effective with data to support campaign development

## Contact Us Today

Interested in learning more about Matrix SalesCenter or MatrixPlus?

Visit [www.matrixformedia.com](http://www.matrixformedia.com)

Call toll-free (877) 687-9066 ext. 3086, or email us at [sales@matrixformedia.com](mailto:sales@matrixformedia.com).

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