



20th October 2008

5 fifteen to exhibit complete advertising booking system, ad DEPOT, at IfraExpo

Publishing solutions provider 5 fifteen Ltd will be exhibiting the world's first complete web services based advertising booking system, ad DEPOT, at this year's IfraExpo in Amsterdam on stand number 9002.

For the first time anywhere, ad DEPOT is being shown combined with Microsoft Dynamics CRM. ad DEPOT extends the extensive sales and marketing functionality in Microsoft Dynamics to provide a full multi-media booking engine for all advertising types. Seamlessly integrated, the combined solutions offer true end-to-end control of the sales, production and delivery processes.

An exceptionally powerful system, ad DEPOT is a browser-based, Service Orientated Architecture (SOA) compliant solution adhering to emerging standards for advertising interchange. The software delivers comprehensive functionality, separating application from workflow and taking advantage of the very latest technologies from other industry suppliers.

ad DEPOT is designed entirely in .NET and Java with no proprietary legacy application hidden underneath. ad DEPOT consists of a number of inter-connected components including solutions for the automatic make-up of classified and display advertising. Whether users are searching for key account information, monitoring sales performance, analysing trends or managing workflow, ad DEPOT ensures increased productivity, improves communication and ensures accuracy through a familiar browser interface.

ad DEPOT is delivered with Microsoft BizTalk Server, which defines and executes business processes and workflow while helping to integrate systems and trading partners faster than

ever before. The system delivers highly automated business process management with the flexibility to incorporate a human touch at appropriate stages throughout the workflow.

ad DEPOT has recently been installed by Macmillan Publishing in the UK, to maximise advertising revenues by leveraging an integrated advertising sales process and providing a centralised 'hub' of management information across two continents. The company has already been impressed with the system's ability to streamline working processes through its web functionality and ability to allow all staff to access pertinent information, no matter where they are located.

5 fifteen Ltd

5 fifteen provides consulting services and software products designed for newspaper and magazine publishers' advertising, circulation, and new media applications. 5 fifteen works with more than 100 publishing operations worldwide, including IPC Media, Elsevier-Science, Reed Business Information and Macmillan Publishing. For more information, 5 fifteen can be contacted at www.5fifteen.com and www.addepot.co.uk

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