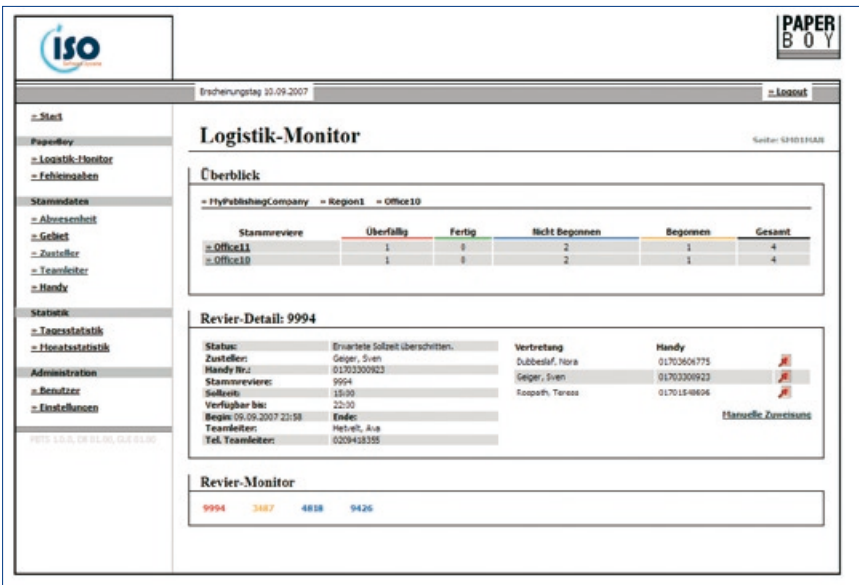


Real-time Solution for Monitoring and Controlling the Distribution Chain in Newspaper Publishing Houses

Trakk-IT PaperBoy is a powerful tool that enables publishing companies to track, analyse and manage the delivery processes – all in real time, from any location worldwide via the Internet.

PaperBoy monitors the delivery processes from the time of newspaper dispatch from the printing centre up to the “transfer” to the deliverers and subsequent distribution of the newspapers.





Logistics-Monitor: Status overview for each district

Bi-directional information flow via cellular phone network

In the event of a problem at the printing centre, you can inform your deliverers quickly and simply via a SMS Push service and thus avoid waiting times. In case of personnel problems due to illness or similar unforeseen incidents, the personnel at the logistics centre is able to recognise problems early on and find solutions, so that the customer receives his newspaper on time.

Improved process:

The publishing house is given the possibility to proactively control its deliverers and optimise the distribution chain:

- + The logistics control desk is informed in real-time when which deliverer takes charge of "his" newspaper bundle, delivery begins and ends.
- + In case of delays or unreported illness of a deliverer, it is possible to inform a substitute.
- + Transmitting a random numerical code that changes daily prevents the deliverer, for example, from making the phone call from home without having collected the newspaper bundles.
- + Performance-based payment of the deliverers becomes possible.
- + Accounting information, especially relating to the actual substitutes, is filed in the system, thus making your personnel payment process transparent and leaner.

→ Higher customer satisfaction:

Subscribers receive their newspaper delivered on time, as the logistics centre can intervene in the delivery process in real time (between 3.00 h and 5.00 h).

→ Result:

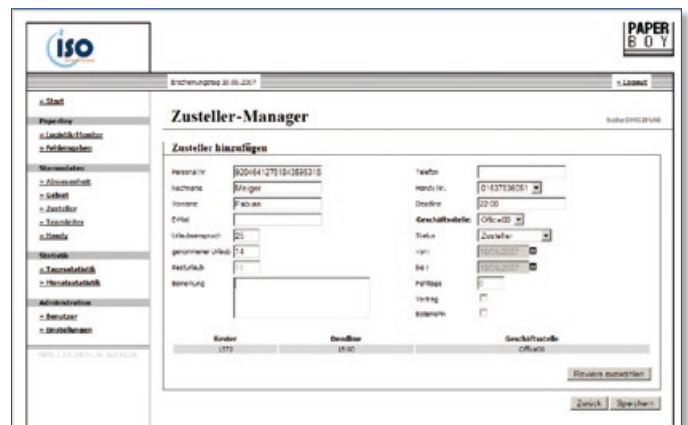
Process costs can be considerably reduced. A detailed return on investment calculation is possible.

Benefits

Lower your operating costs by reducing the number of disappointed customers, and avoid losing subscribers!

Trakk-IT PaperBoy offers you maximum comfort and safety for monitoring the delivery of your newspapers.

- + Hierarchical breakdown of the districts
- + Fast & simple assignment of stand-by personnel
- + Easy to use (early shift/team leader)
- + Early recognition of failures
- + Alerts for exceeded starting times
- + Near-time reaction possible
- + Overview of absent deliverers
- + Import interfaces for customer specific data (e.g. lists of substitutes)
- + Preparation of personnel accounting
- + Detailed analysis and reporting



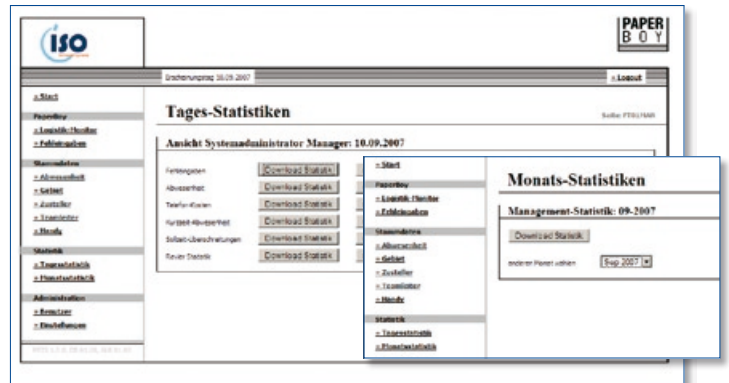
Deliverer-Manager: Administration of Master Data

Features

- + SMS Push service, e.g. to notify deliverers in time of problems from the printing centre
- + Integration of the carriers to centrally monitor the complete delivery process
- + Duration of delivery, failures, reliability, can be tracked in real time as well as historically
- + Export of this data for further processing
- + HR interface to your ERP systems (SAP®)
- + Easy access via Internet Explorer. No additional setup required.

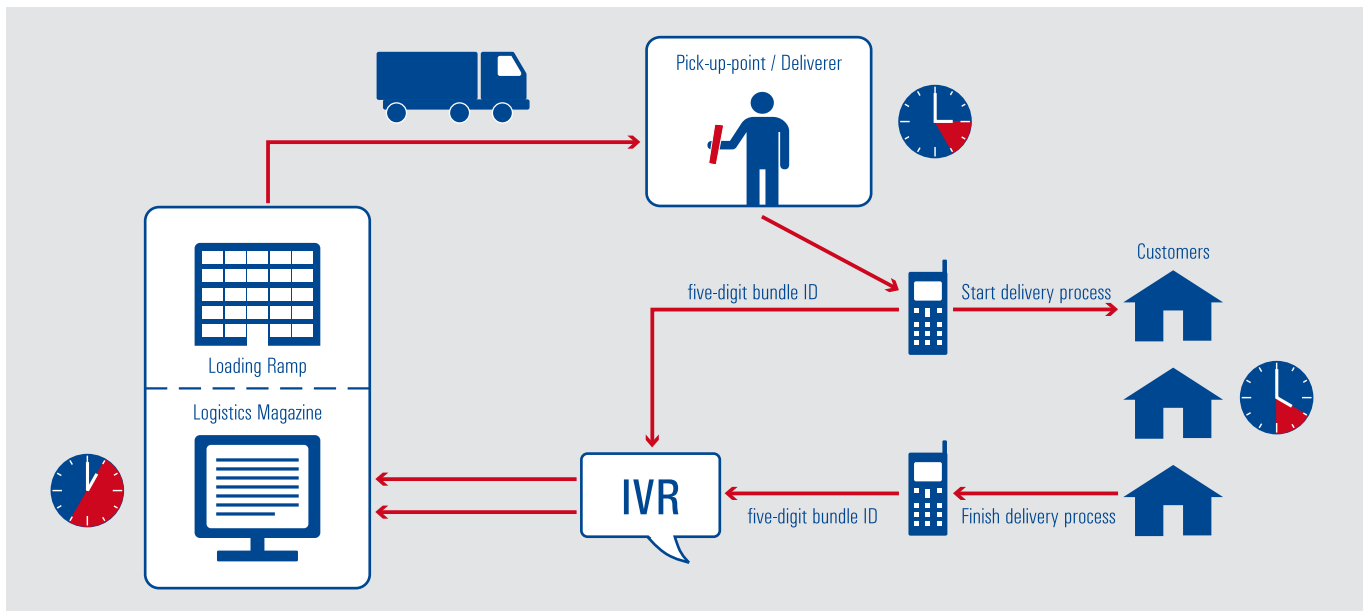
Fullservice

We would be pleased to offer you full service from a single source: hardware, software and hosting.



Statistics: for different company levels

The delivery process with Trakk-IT PaperBoy:



1. Deliverer

When picking up the newspapers at the pick-up-point and after finishing the deliverer dials a five-digit bundle ID that is printed on the top bundle and changed daily. A simple press of the green dial-up button sends the bundle ID to the Interactive Voice Response System (IVR).

2. Interactive Voice Response-System (IVR)

The IVR confirms the call with a brief reply, such as "Thank you, input correct." The connection to the IVR is then automatically interrupted. Besides the transmission of the entered numerical

code, the time stamp is transferred to the PaperBoy interface in real time. Thus you know that the delivery has started, or ended respectively.

3. PaperBoy software

The PaperBoy software processes the input of the IVR system and presents it in a graphical display to the user working the early shift at the publishing house.

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