

Welcome to Enhanced EC for WO Media Sales 6.8 and beyond

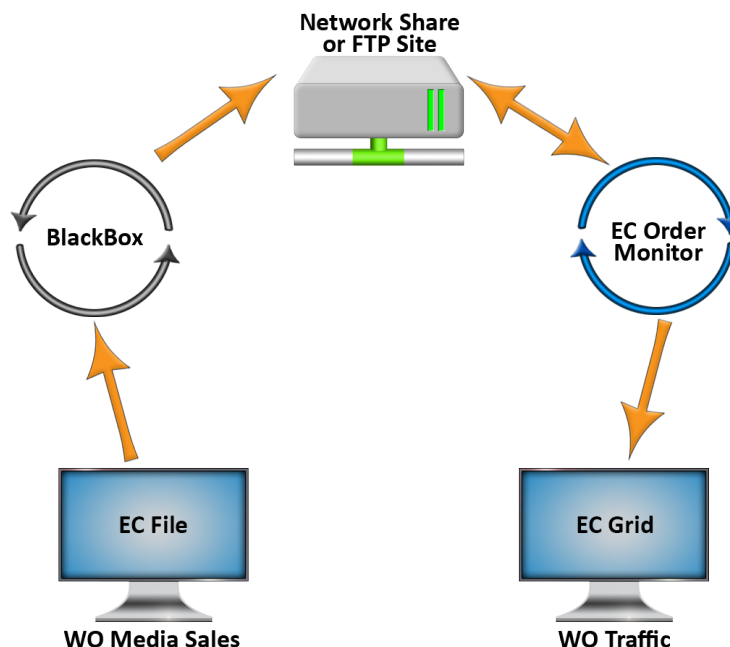
We hope you'll find this **New User Welcome Kit** helpful. In the paragraphs that follow, you'll get a behind the scenes peak at how the order process has worked in the past and what Enhanced EC can now do. Review the requirements chart found on the last page of this document to see what features are available for your current versions. And there's more!

To learn how to setup and use Enhanced EC:

- Research Directors will want to see the **Inventory Mapping for TV** Quick Tip, or view the **TV Inventory Mapping** Video Tutorial found within *WO Media Sales* software.
- Account Executives will be more interested in the **Enhanced EC Orders** Quick Start Guide and should view both Chapter 1 and Chapter 2 of the **Sending EC Orders** Video Series.
- And, *WO Media Sales* support staff are available to answer questions not covered in the **New User Welcome Kit**. Call 415.675.6775 Option 2, 1 or email sales-support@wideorbit.com!

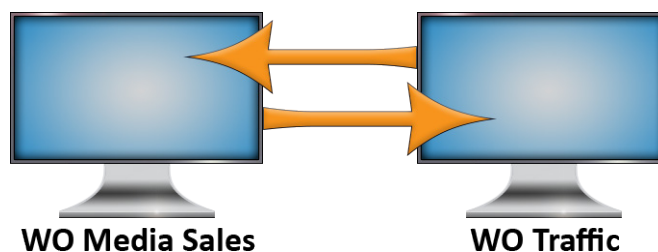
No more flat files or separate importing processes

Previous versions of *WO Media Sales* had limited electronic order integration with *WO Traffic*. A user could create a simple order in *WO Media Sales* which would generate a flat file that relied on multiple applications to facilitate importing into *WO Traffic* EC Grid. These orders contained only the most basic information regarding flight dates, spot distribution, and dollar totals. Much more work had to be done to get the order ready for scheduling.



Exclusive access to WO Traffic

With *WO Media Sales* v6.8 and above, users can now combine the research and proposal-creating power of *WO Media Sales* with *WO Traffic* master data profiles to generate comprehensive electronic orders. These “enhanced” electronic orders now transmit directly to *WO Traffic* – no more flat files or separate importing processes. With this exclusive access to *WO Traffic*, *WO Media Sales* users can eliminate much of the post-processing required for orders imported into EC Grid.



Anatomy of a WO Media Sales Enhanced Electronic Order

Integration with *WO Traffic* now means electronic orders in *WO Media Sales* contain all the information necessary to become an official Ready order in *WO Traffic* with no extra processing or validation in EC Grid – a true advantage over all other competitive proposal systems. The following order header and line details are the elements that comprise an enhanced electronic order:

A. Header Details	B. Order Line Details
<ol style="list-style-type: none"> 1. <i>WO Traffic</i> Properties or Stations 2. <i>WO Traffic</i> Account Executive/User 3. <i>WO Traffic</i> Sales Office 4. <i>WO Traffic</i> Order Type 5. <i>WO Traffic</i> Advertiser 6. <i>WO Traffic</i> Product Code 7. <i>WO Traffic</i> Agency 8. <i>WO Traffic</i> Demographic 	<ol style="list-style-type: none"> 1. <i>WO Traffic</i> Spot Types 2. <i>WO Traffic</i> Break Codes 3. <i>WO Traffic</i> Priority Codes 4. <i>WO Traffic</i> Revenue 1,2, and 3 Codes 5. <i>WO Traffic</i> Unit Codes 6. <i>WO Traffic</i> Inventory Daypart Codes

All of these *WO Traffic* values are now surfaced in *WO Media Sales* and available for selection when generating an electronic order. Having *WO Traffic* data available in *WO Media Sales* is only one part of the enhanced electronic order process. *WO Media Sales* also has several new features to guide and assist a user to make the appropriate selections when using *WO Traffic* master data profiles to build an enhanced electronic order.

Seamless integration with *WO Traffic* 6.8 and above is now available in *WO Media Sales*!

Use the chart below to learn what is available for your versions of *WO Traffic* and *WO Media Sales*!

Please note: Features are cumulative. i.e., *WO Traffic* 7.5 with *WO Media Sales* 6.9 contains all listed features.

With WO Traffic	& WO Media Sales	you can take advantage of these Enhanced EC features!
6.8	6.8	Inventory Features <ul style="list-style-type: none"> • <i>WO Traffic</i> Inventory Mapping in TV Inventory Live Updates from WO Traffic <ul style="list-style-type: none"> • Posted Spot Lines and Contract Headers • Advertisers • Agencies • User Links • Properties (Stations) • Product Codes • Revenue Codes Electronic Contract Features <ul style="list-style-type: none"> • Broadcast Orders sent Directly to WOT Database/EC Grid • <i>WO Traffic</i> Spot Type Support • <i>WO Traffic</i> Priority Code Support • <i>WO Traffic</i> Break Codes Support • Ratings and Impressions transfer
6.8	6.9	Inventory Features <ul style="list-style-type: none"> • <i>WO Traffic</i> Inventory Tree in TV Inventory Grid • <i>WO Traffic</i> Inventory Tree in TV Campaigns Campaigns Features <ul style="list-style-type: none"> • TV Campaigns: Create OTO's on the fly using <i>WO Traffic</i> Inventory • Improved <i>WO Traffic</i> data filtering options in New Campaign Wizard
7.5	6.8	Electronic Contract Features <ul style="list-style-type: none"> • <i>WO Traffic</i> Unit Codes Support • <i>WO Traffic</i> Revenue Codes Support • Confirmation of <i>WO Traffic</i> receipt Live Updates from WO Traffic <ul style="list-style-type: none"> • Unit Codes
7.5	6.9	Electronic Contract Features <ul style="list-style-type: none"> • <i>WO Traffic</i> Master Data Validation • EC Grid Bypass straight to <i>WO Traffic</i> Orders

* *WO Media Sales* has a required companion application that supports these new features.

Please contact your Account Manager to ensure your BlackBox application meets the current minimum requirements.

If you have questions or concerns, please call or email support.

WO Media Sales Support:

415.675.6775 Option 2, 1

sales-support@wideorbit.com