



## WHY Vision Data?

### CRM, Order Entry, and More

Website customer service screens for subscribers, carriers, dealers, classified and retail advertisers; all driven directly by our base systems simplifying usage and saving time and costs. Included search engine creates more sales.

Remote account management for outside sales reps connects directly to order entry, ad tracking, accounting, reporting, enabling full instant field functionality with full CRM.

### Advertising

Single database, single screen entry for classified, retail, online, preprints, special packages, etc. Campaign management suite, CRM, E-tears, auto proof email, etc. Total functionality in a single application.

### Circulation

Circulation management system for today's print, digital and blended subscription models. Postal reporting, mapping, EZ pay, user friendly CSR, accounting, TMC, etc.

### Production

User friendly Classified Pagination/Publication Layout for Quark or InDesign. Ad Tracking function, manages production, cuts costs, and streamlines ad creation.

### Accounting

- Accounts Receivable Management and Reporting
- Accounts Payable/General Ledger system

### Technological Innovation

Vision Data constantly reinvests in innovation and development. Our experienced staff has excellent skills in managing accounting and circulation, as well as flowing and controlling ads. We are constantly developing revenue modules that add to your sales packages. Our Vision Web Suite team is second to none in the industry and is dedicated to keeping Vision Data on the cutting edge of that technology.

### Configuration Options

Vision Data packages are available in various configurations: In addition to locally hosted server configurations, we offer both IaaS and SaaS system configurations, which save you the cost and manpower of installing and managing your own server.

### Large Customer Base

We have a large customer base of over 2,000 publications made up of a good mix of privately owned newspapers and newspaper groups. We have continuously grown our base at a manageable rate, aided by our reputation for outstanding customer service and attention to customer needs.

### Ongoing Support Pricing

By investing in Vision Data's systems, you can lower your ongoing support costs by replacing multiple vendor support charges with a single "packaged" support charge.