

Accounts & Contacts	App			
	Basic	Professional	Ultimate	Project
Account management	•	•	•	□
Client-agency-management	•	•	•	□
Contact management	•	•	•	□
Activity tracking and history	•	•	•	□
Visit reports	•	•	•	□
Competitor tracking	•	•	•	□
Total revenue (this year / last year)*		•	•	□
Tool for market data import (e.g. Nielsen data)*		•	•	□
Integration of Nielsen data*		•	•	□
Marketing for lead- and media campaign generation	€	€	€	□

Media Campaign Management	App			
	Basic	Professional	Ultimate	Project
Generation and documentation of media campaigns (proposal / IO management)	•	•	•	□
Media database and price management	•	•	•	□
Media matrix creator*	•	•	•	□
Extended media search	•	•	•	□
Inventory analysis and reporting	•	•	•	□
Inventory schedule for exclusive placements*	€	€	•	□
Discounts and net calculations	•	•	•	□
CPM calculator	•	•	•	□
CPC calculator*	•	•	•	□
Customizable sales process	•	•	•	□
Media campaign history	•	•	•	□
Cancellations and credit notes*	€	€	•	□
Campaign optimization*	€	€	•	□
Cross media campaigns (online / print)*			Q3 / 2012	□

Reporting and Controlling	App			
	Basic	Professional	Ultimate	Project
Customizable dashboards	•	•	•	□
Detailed reports (pipeline, media)	•	•	•	□
Analytic snapshots	•	•	•	□
Client reporting*		•	•	□
Customizable forecasting				□

Ad Server Integration: Doubleclick DFP, ADITION, ADTECH, smart	App			
	Basic	Professional	Ultimate	Project
Availability forecast		•	•	□
Delivery status and delivered AIs / clicks		•	•	□
Bookings (ADvendio → ad server)		•	•	□
Multiple ad server integration			•	□
Targeting configurator*		Q1 / 2012	Q1 / 2012	□
Activating / deactivating media on ad server*		•	•	□

ERP Integration	App			
	Basic	Professional	Ultimate	Project
Invoicing*		•	•	□
Export of relevant invoice data to ERP (xml)		•	•	□
Salesforce.com » SAP IS/M-AM » Salesforce.com		€	€	□

Office Integration	App			
	Basic	Professional	Ultimate	Project
Google Apps integration	•	•	•	□
Microsoft Outlook integration	•	•	•	□
Microsoft Word & Excel integration	•	•	•	□

Cloud Infrastructure	App			
	Basic	Professional	Ultimate	Project
Sandbox	10 MB	10 MB	•	☐
API enabled	1,000 calls / user / day 1,000,000	1,000 calls / user / day 1,000,000	available in 10 K increments	☐
File storage	1GB/ user licence	1GB/ user licence	available in 1GB / 10GB	☐
Data storage	500 MB	500 MB	available in 500 MB increments	☐
Custom tabs	100 / org	100 / org	100 / org	☐
Custom objects	200 / org	200 / org	200 / org	☐
Custom fields	500 / object	500 / object	500 / object	☐
Sites	500,000 sites page views / month	500,000 sites page views / month	available in 1 million site page views / month	☐

Other	App			
	Basic	Professional	Ultimate	Project
Chatter	•	•	•	☐
Email templates & tracking	•	•	•	☐
Role & profile management	•	•	•	☐
Document attachments	•	•	•	☐
Offline access	•	•	•	☐
Approvals	•	•	•	☐
Workflow automation	•	•	•	☐
Mobile Lite	•	•	•	☐
Mobile	€	€	•	☐
Premier support	€	€	•	☐
Embedded pricelist for Publisher's website*		•	•	☐