

# management console

A Real Time Monitoring and Reporting Tool for Newspapers and Magazines

A reporting and monitoring tool designed for newspaper management. Up to the minute status and reports are now available from any standard web browser.

The introduction of our latest version of the Newspaper Database has allowed Pongrass to integrate every aspect of pre-press production into one coherent database. Now with the release of Management Console, the entire pre-press operation, from advertising sales to page production can be monitored in real time.

## Browser Based

Management Console is viewed from any standard web browser, which makes it easy to deploy over your existing corporate Intranet or via the WWW using a secure connection. Password controls ensure sensitive reports are only available to authorised users.

## A Host of Information

Need to know the value of confirmed bookings for next week's Saturday morning edition?

Want to drill down to an individual ad? Who sold it? Has the copy arrived yet?

Check production for tomorrow's edition?

Check how many stories a sub edited for publication this week?

It's all there, and more, with a suite of management reports covering sales, production and employee statistics included.

## Real Time

The Pongrass Management Console interacts with the on-line data-

The screenshot displays the Pongrass Management Console interface. The main window shows a dashboard for 'Edition Monitor - The Herald - Thursday 24 December 2009'. Key metrics include:

- ROP Bookings: 69 (6,151 col INS)
- ROP Ads Built: 29
- Ads Dummied: 66
- Class Display: 30 (1,922 col INS)
- Class Ads Built: 0
- Class Pages: 0 (0 Ads on page)
- Session Details: TH 091224 01
- Total Pages: 64 (Total Complete = 0)
- Advertising %: 36% (Col INS/Pg = 262)
- Advertising %: 54% (Includes Classified)
- Revenue: \$126,190.90

The interface also features a 'Page Status Key' and 'Ad Status Key' on the left, and a grid of page layouts (PAGE1 to PAGE7) on the right. The bottom right corner of the screenshot contains the text: 'Pongrass Management Console - Browser based AdLayout Report'.

Pongrass Management Console  
Tracking of all Newspaper/Magazine  
production

Pongrass Management Console -  
Browser based AdLayout Report

## Requirements

### Server

- Windows 2003 or 2008 with Sybase ASA or Microsoft SQL Server 2005 or 2008.

### Client

- IE8, Firefox or Safari on Windows Vista or 7 and Mac OSX.

### Features

- Full featured browser based reporting, cross platform
- Access to ROP, Classified, Editorial, Juggler, Ad-Layout and Billing.
- Password access enforced.
- On-line publication status with auto-update.
- Minimal impact on database performance.

base for up-to-the-minute status of all aspects of the sales and production cycle.

And use of the Management Console does not impact the performance of the database even at peak times.

### Unprecedented Integration

The Pongrass Advertising System, Editorial, Classified, ROP, Ad-Layout, Ad-Production and Page Production are all integrated into the one database. The entire production process can now be monitored from a single screen.

### Password Protection

Access to the Management Console is via our security system with individual profiles for each user.

Ad #	Ext Name	Rep	Status	Accountid	Name	AdSize	Colour	Section	File	Page	Satellite
3779	zz3779	DP	Complete	1000284	John Berends Implements Pty Ltd	27.0 X 5.0		PAGE2	EPS	2	
		HS	Epsf Done	1000047	Wide Span Sheds	27.0 X 5.0	4C	PAGE4	EPS	4	
		AL	Epsf Done	1000365	Incitec Pivot	37.5 X 7.0	4C	EGN	EPS	15	
		JS	Complete	1000357	Toyota Australia	9.0 X 3.5	4C	PAGE3	EPS	3	
		HS	Epsf Done	1000799	HOUSEBOAT HOLIDAYS SA	9.0 X 3.5	4C	PAGE3	EPS	3	
		DP	Complete	1000306	NSW Farmers Association	27.0 X 5.0	4C	PAGE9	EPS	9	
		VG	Epsf Done	1000381	Agquip	21.0 X 4.0	4C	PAGE6	EPS	6	
		JA	Incomplete	1000446	Charles Sturt University	21.0 X 4.0	4C	PAGE7	EPS	7	
		DP	Proof	1000446	Charles Sturt University	9.0 X 3.5	4C	PAGE5	EPS	5	
		JA	Proof	1000810	Black Pepper	9.0 X 3.5	4C	PAGE5	EPS	5	
		JA	Proof OK	1000446	Charles Sturt University	15.0 X 3.0	4C	PAGE8	EPS	8	
		AP	Complete	1000411	Epmex	11.0 X 4.0	4C	EGN	EPS	27	
		SM	Booked	1000241	Ysaght	11.0 X 4.0	4C	EGN	EPS	27	
		JA	Proof	1000721	CVS FUSHIRE HOTLINE	37.5 X 7.0	4C	PROPERTY	EPS	28	
		JA	Proof Rejected	1000586	Munro Engineering	37.5 X 7.0	4C	PROPERTY	EPS	29	
		FM	Proof	1000489	Virbac	37.5 X 7.0	4C	PROPERTY	EPS	36	
		JA	Booked	1000543	Woolpoll	37.5 X 7.0	4C	PROPERTY	EPS	32	
		JS	Booked	1000543	Woolpoll	37.5 X 7.0	4C	PROPERTY	EPS	33	
		JS	Booked	1000543	Woolpoll	37.5 X 7.0	4C	PROPERTY	EPS	34	

Complete browser based User Statistics

Name	ColCMS	Spend
Julie Arthurs	783.14	\$15,875.42
Francine Muller	746.70	\$12,571.24
Sandra Merlo	561.38	\$10,441.64
Jennifer Sullivan	397.99	\$10,367.28
Helen Smith	466.82	\$9,828.28
Default Rep	264.88	\$9,354.62
Victoria Guye	336.41	\$8,528.52
Tony Mitchell	348.76	\$8,492.11
Andrew Piper	611.62	\$7,850.26
Andrew Lloyd	113.84	\$4,564.12
David Peachy	102.90	\$3,712.06

Accountid	Name	Sales Rep	Phone No.	ColCMS	Spend
1000003	Durcan	8393888	3247 26	1138.567.22	
1000257	Toyota Australia	9893933	2682 77	\$107,529.62	
1000055	Capital Steel Buildings	67653011	2794 34	\$106,955.20	
1000497	Syngenta	8393888	2278 95	\$101,160.84	
1000071	Telfords Building Systems	48297115	2004 34	\$80,410.22	
1000322	Minarc	43343602	1647 63	\$70,484.04	
1000098	DVD Infinity	850383	2016 84	\$69,688.52	
1000543	Woolpoll	7876549	2682 42	\$69,142.90	
1000586	Munro Engineering	59953698	1163 07	\$32,792.98	
1000462	Ratobank	303033	712 05	\$27,074.74	
1000136	Bayer Crop Science	92486888	586 88	\$26,729.78	
1000152	Aprila Stock Grnds	63361800	575 98	\$26,322.78	

AdTracking

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