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New Feature List w/Recas Professional 7

If you have any questions regarding any of these new features please e-mail Ryan Stevenson at rstevenson@multiad.com.

General

No more manual co-op plan updates...all co-op plan updating will take place automatically over Recas's new Date eXchange technology.

All reports now have editbale title functionality for purposes of better presentation - name each report/printout whatever you would like.

Custom Labels templates (intended for use on Avery 5160 sheet form) are now available for both Co-op plans and Advertisers. Simply goto yer print options within co-op plans or advertisers and locate the labels tab. Once here, click on 'load template'. Locate your label folder in the Recas directory and select the appropriate label template.

A webhelp is now available for Recas. Simply click on the 'Help' button listed on the Main Menu and a Recas robohelp manual will appear.

Automated co-op proposal generation is now available in Recas Professional 7. Built on Creator Server technology, this new functionality gives users the ability to use a simple online form to create an advertising proposal complete with cover page, calendar template and ad slick. It is ideal for ad directors, sales managers, co-op coordinators and advertising sales reps alike. From within any co-op plan record on the Recas system, a user may generate a proposal.

The free copy of MultiAd Creator is ideal for preparing and laying out manufacturer spec ads. Take any of the available manufacturer co-op ads on AdBuilder.com, drop them into Creator and prep your ads accordingly. Increase the appeal and draw of any spec ad by applying small and simple changes, such as a dealer tag. Increase the professionalism of the ad by making it appear as it will in the paper. To launch your free copy of MultiAd Creator, locate the "Launch Creator 7.0.1 for Recas" option located in the Menu Bar under Recas.

New Machine Info. page listing your local computer's machine details is now available. This page may be referenced by going to 'Help' in the Recas Menu bar and then by clicking the Machine Info. tab.

Co-op Plans

Plan Notes - Custom notes for a co-op plan can be added to a co-op plan record. Once notes have been added an asterick will denote custom notes exist for that manufacturer. These notes then can be referred to when entering claims for an advertiser. These notes will also print out when you print a co-op plan.

Generate Regional Plan - This button off of a co-op plan duplicates the original manufacturer co-op plan. Once a regional plan has been created, a user may then edit any/all the corresponding co-op plan info. as needed.

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Generate Proposal - Using this button will launch the coinciding/corresponding AdBuilder Co-op Plan proposal generation tool. Follow the online instructions to build a complete advertising proposal.

Open AdBuilder Co-op Plan - Clicking on this button will launch the corresponding online AdBuilder plan. Here you can obtain ad materials, request an update or locate manufacturer profiles.

Please note additions of eClaim, eProof and Mfr. and Accrual Contact E-mail addresses. You may click the button located next to the mfr. or accrual contact e-mail to e-mail these contacts directly from your mail client.

Addition of "Accrual Dollars Found" Checkmark box - Denoting whether or not Recas is able to obtain accrual balances from the manufacturer

If Ad Materials are available for a co-op plan a red notation reading "Ad Materials Are Available" will display on the co-op plan record. Click on the 'Open AdBuilder Co-op Plan' to obtain these materials.

Export function from list view - Utilizing this function gives a user the capability to export Mfr claim Address info. into a front-end system, such as PBS

Search capabilities in co-op plans now include a fast find that will search over all fields (ID, mfr. name, product and keyword). Also includes the ability to search for current year plans, prior year plans, rolling and quarterly and accrual dollars found. Also, now an option to search within a co-op selection.

Advertisers

New design layout for advertiser entry screen

Advertiser List View - Column now displays a last activity column. This column represents the last time an advertiser ran an ad.

Export - Ability to export your advertiser information out of Recas for management in other tools including Excel and Front End Billing systems.

Import - Ability to import your advertiser information into Recas from another tool such as a front-end billing systems like PBS. Must build a import order first...import order must be exactly as it was exported from front-end system.

E-mail - Ability to e-mail your advertiser directly from list view

New Automated Accrual System...Simply checkmarking attached manufacturer's in the 'check to send' column and then clicking on send accruals will send accrual to Recas. NO MORE E-MAILING OF ACCRUALS. The accrual that is sent out of Recas 7 is then logged into accrual reports area of Recas, that accrual will be noted with a Sent date in the DX status column. Recas will then systematically check for finished accruals everytime you log into the Recas system (or every fifteen minutes) Once the Recas accrual staff has completed the accrual...the accrual will display within accrual reports noting a Received date in the DX Status column. When an accrual report is received a reminder will be listed on the main menu to the user that "You have received ____ (#) accruals."

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New running tallies of accrual balances for the current year in the Advertisers Plans Area (Funds Found, Funds Spent and Funds Remaining)

Accrual Reports

New 'Find Today's' and 'Find this weeks' buttons to locate new accrual reports quick and easily.

New 'Print Button' to print accrual reports quick and easily. Simply highlight the accrual report you wish to print and click on the print button from list view.

Note the addition of an Accrual Notes field within the accrual report entry screen. This field is intended for custom user notes regarding that specific accrual (notes regarding the dollars found, the sales call, etc.,) Users may then print out a report listing these details. This report is available within Accrual Reports and is entitled "Co-op Accrual Research Results".

Claims

Export - Ability to export your claim information out of Recas for management in other tools including Excel and Front End Billing systems.

Import - Ability to import you claim information into Recas from another tool such as a front-end billing systems like PBS. Must build a import order first...import order must be exactly as it was exported from front-end system.

A Red Asterick in list view denotes when a claim that is part of an omnibus ad

A Blue Asterick in list view denotes whether a manufacturer is accepting E-claims.

Slight redesign on claims entry screen. (both single & omnibus)

A user can now default a specific Recas user for claim entry and invoice contact. Selecting Recas Users under Recas in the Recas Menu Bar...will list your users. Select the user you would like as the primary contact for invoice questions. This person will not only be the default for claim entry, but will also be the contact person listed on the claims invoice.

Users now have the ability to mark whether a claim is funded by Market Development Funds...by checkmarking the MDF box. This is then displayed on a printed claims invoice.

Users now have the ability to enter in a prior approval number (obtained by the manufacturer in the prior approval process) when entering claims. This is also then displayed on a printed claims invoice.

New checks and balance system available in claim entry helping to avoid entry error.

In Recas 7...all omnibus ads must have a unique order number. Recas 7 will prompt

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users to enter a unique order number if the same order number is entered twice.

Mfr Accepts E-Claims - This is an identifier. If a manufacturer has an e-claim e-mail address listed on their co-op plan...this means they are accepting e-claims. If a manufacturer does indeed have a e-claim e-mail address listed...it will be revealed by a red notation entitled 'Mfr Accepts eClaims'on the claim entry screen. This way a user does not have to refer back to the original co-op plan to see if the manufacturer is accepting e-claims.

Plan Notes - If custom notes were entered from the co-op plan..they can be referred to here in claims entry.

A user now has the ability to default a media product from within a media product record (media products is listed in the menu under Recas). In essence, everytime you enter a claim that media that you checked in media products to be the default media will display when entering claims.

Generate E-claim - Clicking this button after a claim has been entered, will generate an e-claim for purposes of sending electronically to the manufacturer for the quickest reimbursement possible. Once a user generates an e-claim from an existing claims selection within claims...the e-claims que will pop up with a listing of those claims you just generated. From here you may highlight the e-claim and click the e-mail button to send the e-claim to manufacturer. If an advertiser e-mail is included for that advertiser...they will also receive a copy of the e-claim. The media Recas user is also sent a copy of the invoice. Please note, after an e-claim has been generated it will attach an invoice # to the original claim. The invoice # represents that an e-claim was generated for that particular claim. If you were to delete a claim within the e-claim record...the original claim would still exist. If wish to delete all references to the claim...you must first delete the e-claim and then delete the original claims within claims. An E-claim preview feature is also available within the E-claim record. This preview may be generated by clicking on the preview e-mail button.

New Claim Reports:

Claims Invoice - One Ad per invoice: This invoice printout prints out an individual invoice for each ad date.

Claims Out Report - One page per Advertiser: This report is the same as the Claims Out report, except that it prints each advertiser to its own page/report, thus revealing grand totals for each advertiser. Recas lets you search in this area for a single advertiser or multiple advertisers. At the bottom of the printout, the report lists the total ad cost, total advertiser cost and the total Mfr. reimbursement. A running total is displayed on each ad run line.

Claims by Sales Rep: This new report allows you to print a claims summary by media sales rep. It is generated from the claims you have selected in the claims area. The report lists each media sales rep's activity by advertiser. It lists both the advertiser grand total associated with the media rep along with the grand total for each sales rep's activity with all their advertisers combined. Both the total ad cost and Mfr. cost are displayed in this report.

Claims by Manufacturer: This new report allows you to print a claims summary by manufacturer. It is generated from the claims you have selected in the claims area. The report lists each manufacturer's activity by advertiser. It lists both the Mfr. cost associated with each advertiser along with the grand total for each of the manufacturers with all their advertisers combined. Only the Mfr. cost/reimbursement is displayed in this report.

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Claims Summary Report - Traditional & MDF: This report provides a financial summary of all claims printed, available units, total of Mfr. units, total of ad cost, total of Mfr. reimbursement to advertisers and the amount all advertisers were billed for. Recas allows you to search for this summary by month, months or total for the year.

Claims Summary Report - Traditional: This report provides a financial summary of all claims funded by traditional co-op claims printed, available units ,total of MFR units, total of ad cost, total of MFR reimbursement to advertisers and the amount all advertisers were billed for. Recas allows you to search for this summary by month, months or total for the year. Those claims that qualify for traditional co-op are NOT marked with the MDF notation during claim entry.

Claims Summary Report - MDF: This report provides a financial summary of all claims funded by MDF (Manufacturer Development Funds) claims printed, available units, total of Mfr. units, total of ad cost, total of Mfr. reimbursement to advertisers and the amount all advertisers were billed for. Recas allows you to search for this summary by month, months or total for the year. Those claims that qualify for MDF are marked MDF during claim entry.
