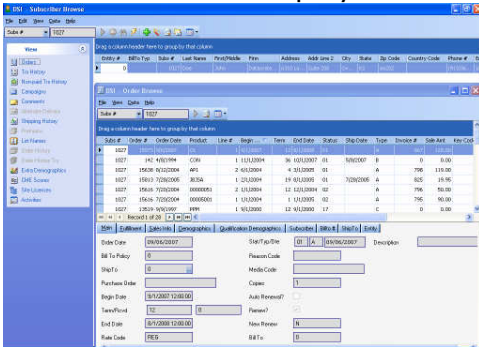
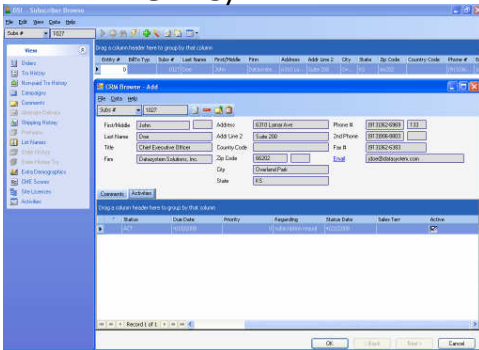


# MultiPub™

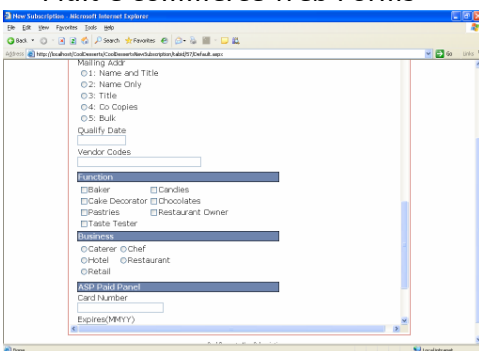
## Subscriber Inquiry



## CRM System



## Multi-e-commerce Web Forms



## The MultiPub System

The MultiPub System from Datasystem Solutions, Inc. is a feature-rich product designed for companies that manage subscriptions and related products and events. Its features include: CRM System, e-commerce module, Accounts Receivable, Inventory, Foreign Currency, Royalties, Audit Module, Sales Tax Module, Continuing Education Credits. MultiPub is a very flexible system that allows you to tailor the system to work for you. An administrator may define the security access so that the system will present customized software menus to each user. The Personal Workspace can be used to organize a menu for a person, function, task, or to-do list. Products are defined with their specific frequencies, prices, and demographics. And the screens are designed to allow you to choose the lay-out of the fields on the various panels.

## CRM System

The CRM System in MultiPub includes the ability to schedule activities and call-backs, add an unlimited number of comments and notes, view the complete history of the customer's account, and e-mail the customer directly from MultiPub.

## Multi-e-commerce

The Multi-e-commerce module enables you to connect your website directly to MultiPub. Visitors to your site can view their account, make address changes, apply payments, and renew, and all the data flows seamlessly through to MultiPub immediately. Additionally, on-line products can be managed through Multi-e-commerce so that you can control access to secure areas of your site and grant access only to those customers that have paid for it. Multi-e-commerce also includes site licenses for access control of large groups based on a variety of criteria. Web panels can be designed in MultiPub so that the circulation department can manage the sub forms on the website without the assistance of a programmer.

## Software as a Service

DSI offers MultiPub as a hosted solution, or you may run it on your own server. Either way the pricing is tied to your user count, database size and sales volumes. The result is that our success is tied to your success!

Upfront fees are minimal and consist only of travel expenses for on-site training and consulting, and data conversion charges if your data conversion is extremely difficult and requires additional programming.

DSI offers training, consulting, custom programming and on-going support.



# The MultiPub System

## Features and Modules

### Electronic Credit Card Processing Software

DSI recommends Verisign for Credit Card Processing and has built a real-time integration between Verisign and MultiPub. With Verisign and MultiPub, you will meet the criteria for SOX and PCI Compliance. No credit card data is stored in the MultiPub database.

### MultiPub APIs

The MultiPub APIs are available for updating data in MultiPub on a real-time basis. You can use them to integrate with your website, a CRM system, or other applications.

### Web/EDI/ASCII Import and Export

You can import data to MultiPub from a data entry service, telemarketing orders, or your website. Export updates from MultiPub to a file for upload to a third-party system.

### Address Change Service (ACS) Integration

The Post Office offers an automated address change service. DSI offers an ACS module that will print the participant number on the label, and allow for the electronic importing of address changes as well as cancellations for bad address.

### Audit Module

MultiPub meets all criteria for both BPA and ABC audits, including digital/print/both, personal identifier questions, C2C audits, etc.

### Automated Sales Tax Processing

MultiPub's Sales Tax module allows you to electronically import tax tables. It calculates the sales tax for the state, county, city, or zip code and provides all the necessary sales tax reports.

### Bar Code/Scan Module

This module allows for printing a barcode on renewal forms or invoice forms, and the ability to scan (or wand) that information back into MultiPub. This enables faster processing of renewals and payments by minimizing the number of keystrokes necessary.

### CASS Certification /Postal Pre-Sort

DSI has integrated MultiPub with Satori to provide Address Correction and Cleansing, DPV/LACSLink coding, CASS Certification, and Postal Pre-Sorts and Labels. The integration for Address Correction is real-time during subscriber entry.

### Continuing Education Credits

This module allows for processing continuing education credits. You may define exams, import test scores, print certificates, and produce the reports necessary for the various accredited organizations.

### Finder Number Database

You can use the Finder Number Database for storing large lists in a subsidiary database that is connected to MultiPub. Names are pulled into MultiPub based on a "finder number".

### Inventory Module

The Inventory Module allows you to manage the inventory of the items you are selling and tracking in MultiPub. It provides for the set-up of multiple warehouses, kits (bill-of-materials), item backordering, transaction entry, and report generating.

### List Management Module

The List Management Module enables you to process both inbound and outbound lists in MultiPub. For outbound lists, you may select names that are to be rented, mark them as being selected, and then bill the customer for the list rental. For inbound list rentals, you may import the lists, check for duplicates, import new names, and apply the new list code to the existing name if duplicates are found.

### Lockbox Processing Module

This module is used to handle payments mailed to a lockbox, processed by your bank, and then forwarded to you in the form of a file. You can select to print a scan line on your invoices and renewals. This scan line can be read by your bank, an ASCII file created from the information, and the file sent to MultiPub.

### Multi-Currency

This module will allow you to print amounts in the appropriate currency on the customer's renewals, invoices, etc.; however, the system will record the amounts in your native currency for accounting purposes.

### Royalty Module

The Royalty Module calculates payments that are to be made to authors. You define the authors, percentages, etc., and then MultiPub calculates the royalties to be paid.

