

## *Track Examinations and Adoptions, Promote and Sell to Universities*

The UNISON College Text Marketing module is designed to assist with the distribution and tracking of examination, review and desk copies of text books. Once a copy has been shipped, UNISON will track the shipment, generate reminder notices and determine if the item has been adopted (purchased) by the university.

### *Automatic Matching of Orders*

Once a complimentary item has been shipped to a Professor, UNISON will track the shipment. If the item is purchased by an associated Adopter, UNISON will automatically match the original complimentary order to the more recent sale.

### *Automatic Reminder Notices*

UNISON will automatically generate a series of notices to be sent to professors who have examination copies. Notices will be sent using a user-defined schedule and text code. This means that you decide what each notice will state and when it will be sent. Once this information is established, UNISON will automatically generate the sequence of notices.

### *User-Defined Business Rules*

Tailor UNISON to match your business rules. Available settings include the number of days allotted for professor approval, and the number of days between reminder notices. These and other user-defined policies such as the number of months to cover when evaluating examination and adopted texts for matching contribute to the flexible processing offered by this system.

### *Capture Demographic Data*

UNISON will store demographic data such as the potential number of students, equivalent competitor's texts, and subject interest codes. This information can be used in conjunction with Mail List Management to generate targeted promotional mailings.



**Order Fulfillment**



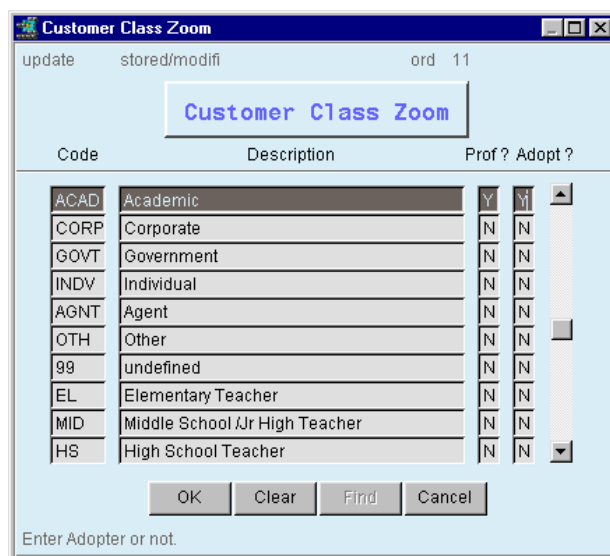
Global Turnkey Systems, Inc.  
2001 Route 46, Suite 203  
Parsippany, NJ 07054

phone (800) 524-2132  
fax (973) 331-0042  
email sales@gtsystems.com  
web www.gtsystems.com

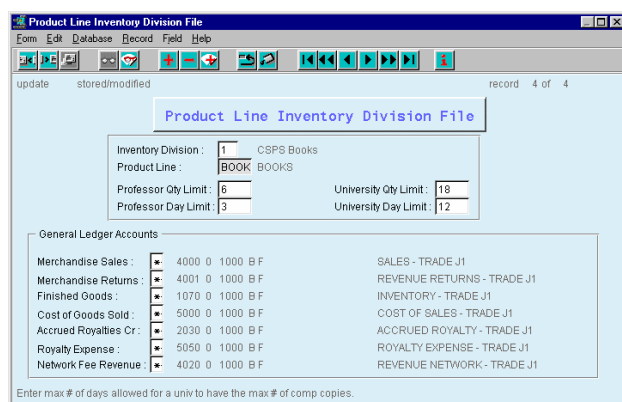
# Track Examinations and Adoptions, Promote and Sell to Universities

## With UNISON...

- ✓ UNISON will monitor the total number of evaluation copies distributed to a specific professor and / or university. If the order exceeds the user-defined copy limit, the system will prompt the operator to either enter an override code or reduce the number of copies being sent.
- ✓ The UNISON Textbook Cross-Reference Table can be used to associate a competitor's text with an existing item in the Inventory Tables. This information can be used within Mail List Management to generate targeted mailings for professors currently using similar texts.
- ✓ Built-in promotion and evaluation copy tracking helps to manage the process of College Text adoptions.
- ✓ A combination of examination, review and desk copy orders can be used to match a specific marketing strategy.
- ✓ Specific G/L Accounts can be established for each Product Line / Inventory Division combination.
- ✓ The impact of promotions and complimentary shipments can be determined using UNISON Sales Analysis tools.



Code	Description	Prof?	Adopt?
ACAD	Academic	Y	Y
CORP	Corporate	N	N
GOVT	Government	N	N
INDV	Individual	N	N
AGNT	Agent	N	N
OTH	Other	N	N
99	undefined	N	N
EL	Elementary Teacher	N	N
MID	Middle School / Jr High Teacher	N	N
HS	High School Teacher	N	N



Inventory Division: 1 CSPS Books  
 Product Line: BOOK BOOKS  
 Professor Qty Limit: 6 University Qty Limit: 18  
 Professor Day Limit: 3 University Day Limit: 12

General Ledger Accounts

Merchandise Sales:	4000 0 1000 B F	SALES - TRADE J1
Merchandise Returns:	4001 0 1000 B F	REVENUE RETURNS - TRADE J1
Finished Goods:	1070 0 1000 B F	INVENTORY - TRADE J1
Cost of Goods Sold:	5000 0 1000 B F	COST OF SALES - TRADE J1
Accrued Royalties Cr.:	2030 0 1000 B F	ACCRUED ROYALTY - TRADE J1
Royalty Expense:	5050 0 1000 B F	ROYALTY EXPENSE - TRADE J1
Network Fee Revenue:	4020 0 1000 B F	REVENUE NETWORK - TRADE J1

## Access Information

- /// Shipment Status
- /// Last Invoice Date
- /// Next Print Sequence
- /// Ship-To Information
- /// Status Change Date
- /// Next Invoice Date
- /// Closed Date
- /// University Information

## UNISON Features

- ✓ Use Demographic Data for Promotions
- ✓ Examination, Review and Desk Copy Orders
- ✓ Automatic Notice / Invoice Generation
- ✓ Built In Duplicate Check for Professors
- ✓ Competitor Item Tracking (Cross Reference)
- ✓ Automatic Tracking and Matching
- ✓ Textbook Cross Reference
- ✓ Automatic Write Off
- ✓ User-defined Quantity Limits
- ✓ Targeted Mailings