



Easily Manage Music/Messages At Multiple Sites

Interalia's iCAS Content Administration Software ensures Marketing Managers get the right message and music to the right audience at the right time. It eliminates most of the challenges Marketing Managers face and makes it easy to reinforce corporate brand identity, communicate marketing/advertising campaigns and increase impulse sales in a store.

iCAS Solves Your Marketing Challenges

Communicating the right music and messages to the right audience at the right time isn't easy - in fact it can be a management nightmare, especially if you have multiple sites all over the country, and don't have the proper tools to manage them. Interalia's iCAS software solves many of the challenges Marketing Managers face including how to:

Maintain a professional/consistent message

Marketing Managers want to develop brand identity and recognition, and to do this they need to ensure their messages and music are professional sounding and consistent across all their locations. With iCAS, Managers can professionally record their music and messages and then can easily download the recordings into some or all of their locations. This ensures music and messages are consistent across locations and that a professional image is communicated to customers.

Ensure messages are up-to-date at all sites

One of the biggest challenges Marketing Managers face is ensuring their messages are up-to-date at all their locations. With iCAS music/message updates can be managed from one central location to some or all sites. As quickly as a recording changes it can be downloaded to the appropriate iProMOH(s) eliminating the need to send a technician on-site or burdening the local manager to install an update.

Minimize the impact of file transfers on the network infrastructure

If you're a Marketing Manager with multiple sites you may find yourself having to update a lot of messages, and this can put a large burden on a company's network infrastructure. iCAS enables large updates to be scheduled during the night or at off-peak times so it won't affect day to day business or network traffic.

Download messages before campaigns start

When a new marketing campaign is launched it can be a scramble to get the new messages distributed to all the sites in time for the campaign launch. With iCAS this isn't an issue because Marketing Managers can download campaign music/messages to any site they need, days, weeks or even months in advance of the launch.

#	PlayList	StartTime
1	1:MSGLIST - Advertisements	08:00:00
2	2:MUSICLIST - Background Music	08:00:00
3	3:PALIST - Lunch Special	11:45:00
4	4:PALIST - Closing in 15 min.	17:45:00
5	5:PALIST - Closing in 10 min.	17:50:00
6	6:PALIST - Closing in 5 min.	17:55:00
7	7:PALIST - Store is now closed	18:00:00

Synchronize messages at multiple sites

Managers often need to have marketing campaigns begin in multiple locations at the same time. With iCAS this is easy to do because music and messages can be downloaded to the appropriate iProMOH(s) in advance then scheduled to play at the exact date and time required.

Tailor music/messages for unique audiences

iCAS enables Marketing Managers to easily customize the playlists at each location. This enables Managers to tailor the music and messages at each site for specific audiences, marketing campaigns or language requirements.



Schedules for GROUP - Group Name

DayType: Music, Msgs., PA Announcem

Start: 4/1/2008 Stop: 4/30/2008

Recurrence Pattern: Weekly

Weekly Recurrence Pattern: Su Mo Tu We Th Fr Sa

Legend

- Scheduled Day
- Selected Item
- Conflict Item
- Cursor

APR 2008

Channel 1 Channel 2

	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
Music, Msgs., PA Announcements	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26

Sample Group Schedule

Update messages without relying on others

As a Marketing Manager you need an easy way to update messages without the expense of technical staff travelling to each site, or burdening local managers to take time out from their regular jobs to install updates. You need to know that messages will be updated when you require them, not when someone else get around to it. With iCAS the updates are done remotely via the internet so you can count on them being done when required, without relying on other people to help.

Ensure you don't advertise the competition

If you rely on a live satellite feed or a radio source for your music there is a chance you could inadvertently play an advertisement for your competition. With iCAS you can be assured your customers only hear the music and message you want them to hear, so they'll never hear advertisements for your competition.

Manage messages at multiple sites

Managing music and messages at multiple sites around the country or around the world can be a nightmare with other software, but not with iCAS. That's because iCAS enables Managers to download music and message files in advance from a central location into one or more iProMOH systems. It also tells you what music and messages are scheduled to play in each iProMOH so you know which ones may require updating.

Support on-hold and paging solutions

As a Marketing Manager life is complicated enough without supporting different applications for on-hold messages and on-location paging. With iCAS and the iProMOH, the same solution can be used for both on-hold messaging and paging so you only have to learn one application, and the music and messages you record can be used for either or both applications.

Target messages to increase impulse sales

iCAS helps Marketing Managers target messages to unique audiences at different times of the day. This means they can promote products and services to a specific target audience at the exact time they are more likely to impulse

buy. For example, you could promote children's items to Mom's shopping during the day then change messages in the evening to encourage hungry after-work shoppers to buy quick meals.

Keep multiple systems updated

Managers always know their iProMOHs have the most up-to-date music and messages because each iProMOH can be programmed to check for new updates at regularly scheduled times, or when you need it to. The iProMOH then uses iCAS to download the new files.

Different than satellite feeds

As a Marketing Manager you have very little control over what is played via satellite, so you can't customize messages and you run the risk of playing advertisements for your competition. iCAS eliminates this problem because it allows you to tailor playlists for each location ensuring your customers only hear what you want them to.

Unlike CD, Tape, Flash Drive or USB systems

All media systems require someone to physically download music/message updates. With iCAS, all updates are done via the internet so you don't have to mail updates to each location, or pay for a technical person to go to each site.

More flexible than other solutions

Some solutions don't give you the flexibility to tailor messages for different times of the day, or unique locations. iCAS gives you total control over what music/messages are played at each location and the date/time they play.

Better than locally managed solutions

When local staff manage messages for their regions, you're going to get different levels of professionalism and inconsistent messages. With iCAS all messages can be centrally recorded then download into one or more iProMOHs across the company, ensuring all messages meet company standards.



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