

Building better communications  
with subscribers and better  
business for your publication



**DCA Subs Plus**  
subscriptions management

data | opportunities | results

## DCA Subs Plus

### Why DCA Subs Plus is better business for your publications:

1. **Total control and knowledge of your subscriber database**
2. **Management information, enabling better targeting of renewals, prospects and expired subscribers**
3. **Detailed financial and marketing information and reports**
4. **Retains historical customer data**
5. **Helps you market to the right segments at the right time**
6. **Seamless, professional out-sourced option**
7. **In-house option tailored to your needs**

Managing subscriptions is much more than simply renewing an account. For publishers, it's essential to develop strong relationships with subscribers.

DCA's Subs Plus offers publishers the most comprehensive subscriber management system available. It helps manage subscriber data and helps build subscriber relationships.

The key to building better business for your publications is subscription database management- the heart of every successful publication. The more publishers know about their readers, the better they can understand them, and offer them a product that they want. The result is more successful marketing campaigns for renewals, acquisitions and cross-selling.

Subs Plus' leading data management tools gives publishers like you the ability to collect, manage and analyse data, and implement powerful communications to drive your subscriptions programs.

### Subs Plus offers publishers a flexible, total subscriptions management system

Subs Plus is a purpose-developed system that is tailored to match the individual needs of publishers and their magazines. Subs Plus will grow and evolve with the changing needs of publishers and their titles. It can be adapted for extra services and products as they are needed so you are never locked into a system that

doesn't suit your requirements. Because Subs Plus is designed solely for publishers, it offers the most efficient method of managing subscriber data. That means less time on data entry and reduced labour costs.

Subs Plus gives publishers the option of a full-support, out-sourced option, or they can choose to manage their subscriptions themselves utilising their own facilities and staff.

The in-house option offers publishers a software system structured to meet their particular requirements. The out-sourced service offers total customer, subscriptions and payment management.

Our highly trained Customer Service team offers a seamless service between your publication and your subscribers.

As well as offering an efficient, modern and courteous Customer Service team, your business will enjoy lower staffing and administration demands by choosing a fully out-sourced service.

### Out-sourcing with Subs Plus reduces staffing costs and gives your publication high quality customer service

Subs Plus is the total subscriptions management system that offers security and reliability. You can expect:

- Better communication between your publication and your subscribers
- Improved tracking of subscription marketing campaigns
- Enhanced quality and range of reports
- Reduced data entry costs
- Service delivery efficiency
- Total security control over confidential data
- Complete financial reporting of all aspects of subscriptions
- ABC Audit reporting compatible
- Implementation, support and training expertise from the leader in subscriptions management.

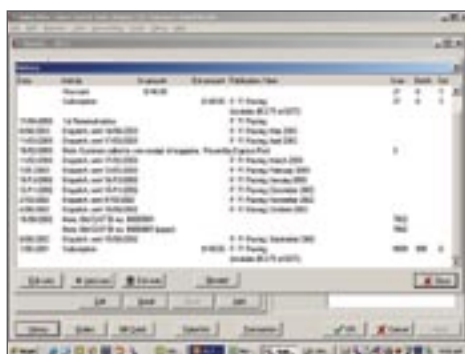
Call DCA for a complete demonstration on how Subs Plus out-sourced can improve your subscriber management.



## Subs Plus in-house gives you the option to better manage your publications using your own facilities

The Subs Plus in-house option has many features that make it easy to use and that help you make greater use of the information your subscriber database offers, while utilising your own facilities.

Subs Plus is user friendly and offers managers and marketers key information in easy to access formats.



- The user-friendly interface encourages regular use of Subs Plus by authorised staff
- Easy-to-print reports enables users to access information
- Streamlined data collection provides a documentation audit trail with no additional effort
- Subscriber notes, dispatch history, delivery complaints and other documentation is stored in the one location for quick retrieval
- Drop-down lists and calendars make the preparation of report documentation quick and simple
- Adding a new subscriber to the database takes less than a minute with the easy to use features of Subs Plus.

### Access information quickly

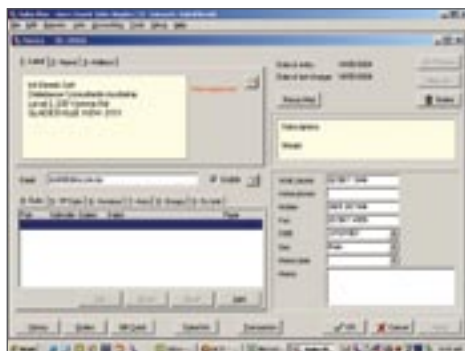
Subs Plus provides a best-practice framework for assessing the subscription acquisition programs

performed by marketing, producing essential reports on new business acquisition, renewal retention, financial information and in-depth data selection.

A comprehensive range of reports provides the facts, figures and performance data that managers require to keep up-to-date with past and planned promotions.

### Increase productivity

- Easy access to up-to-date information means no more paper-chasing



- Straightforward creation of end of month documentation – easy to use and easy to find
- Centralised information reduces the possibility of errors or duplication
- Less administration time for staff means more time for subscription development.

Subs Plus' features give you extensive reporting and analysis choices as standard.

### Features designed to support publishers

Because Subs Plus was developed exclusively for the publishing industry, it offers functions and features specific to industry needs.

### Extensive report options

A comprehensive range of reports provides the information needed to keep up-to-date with past and planned promotions, financial status, projected expiry month volumes and more.

### Report types include:

- Effort response reports; track the success of every promotion, by effort code, date and magazine
- Financial reports; liability/deferred income reporting, monthly subs revenue, campaign revenue
- Operator activity reports; monitor individual data entry operators performance
- Mailing labels or despatch file for emailing to your mailhouse
- Complete end of month reporting.

### Report and chart features:

- Over forty, ready-to-run reports
- Custom reports can be created using Crystal Queries
- Subscriber and prospects lists can be produced directly
- Extensive built-in charting features that can be customised
- Reports can be viewed, printed, emailed and exported into file formats including Adobe PDF and XLS.

### Search and display

Subs Plus' opening screen provides fast access to subscription lists with multiple criteria searching. Locate subscribers by name, address, company, postcode, street address and more.

## DCA Subs Plus

### Subs Plus relieves your IT department of additional work

#### Reliability

Subs Plus's Microsoft SQL architecture provides the robust and scalable solution demanded of enterprise-wide databases. SQL databases promise greater reliability, less vulnerability to corruptions and greater scalability. For smaller publishers, fully compatible MSDE components are available.

#### Versatility

Subs Plus runs on stand-alone computers or on local or wide area networks across multiple sites. Subs Plus can also be configured to link directly to your subscription order area on your web site, for on-line enquiry, renewal, and new order

processing, using the Subs Plus Web Direct Module.

#### Security

Worker security and subscriber privacy is managed through security measures including login passwords, an encrypted database, team-based security and report privacy levels.

#### Customised solutions

Database Consultants Australia has developed many projects for publishers requiring specialised features in Subs Plus. These have included interfaces to accounting systems and other client information systems. DCA would be pleased to discuss your specific requirements and help you build a system to meet your needs.



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