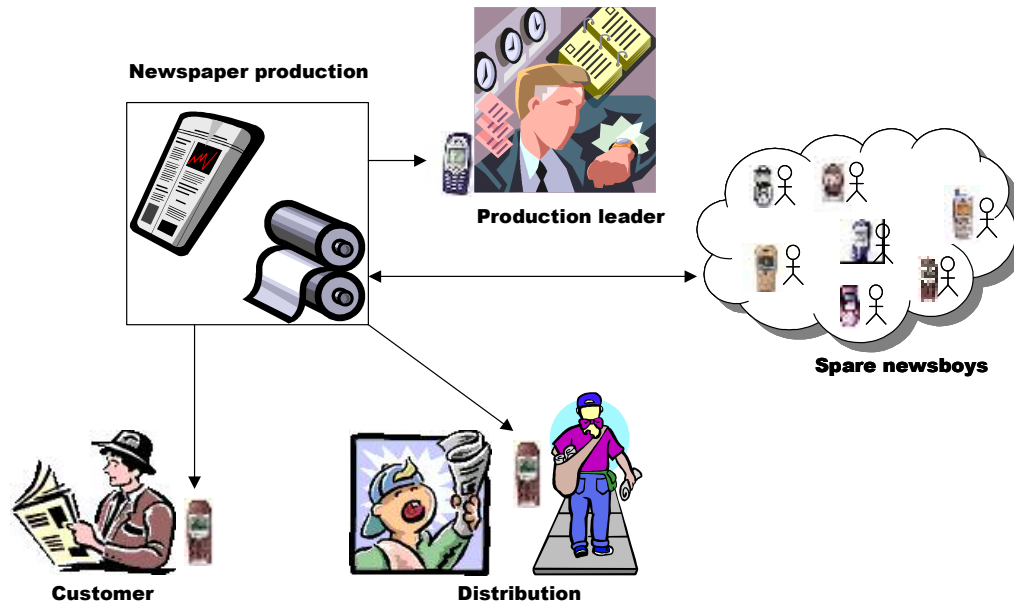


Concept type
Corporate SMS

Business Sector
Media: Distribution and production

Date
May 2003

Improve communication within distribution and production



Communication to paperboys

Give paperboys information about delay or other changes in the daily routines

Request for substitute paperboys

Use a mobile communication solution to get substitute paperboys. The group of stand by paperboys may get paid for availability through a mobile wallet

Production status available

The production manager may request for – and automatically receive – production status on his mobile phone.

Ad sales: Sales motivation and status of sales

For ad sales agents out in the field, they may receive sales status on their mobile phone. A sales team may receive a ranking list. The production manager may request for – and automatically receive – production status on his mobile phone. For sellers out in the field: SMS messages showing current Top 10 sellers distributed twice a day.

Extended distribution: Information to customers about delay

Some newspapers also use their distribution system for delivering packages to their customers. Use SMS to give information to customers regarding delivery details e.g. delays, time for delivery, etc.

Customer surveys

- Which media do you use in your holiday.
- Are you satisfied with the service?