



MIDAX AD & DEAL MANAGEMENT

Organize and Optimize for Accurate & Timely Gross Margin Analysis !

The purpose of Midax Deal Management is to:

- capture and store the details of every deal.
- remind you of TPRs at ordering time to:
 - optimize the price breaks.
 - fulfill the terms of the deal.
 - make intelligent last chance purchases.
- optimize every vendor promotional dollar.
- ensure that you claim and receive every cent!

As part of setting up deal terms Midax prompts for ad requirements. This includes their timeframes. With increasingly complex hurdles to clear to get your deal pricing, and the role that ad plays in all that, Midax ensures you don't miss out on your cash.

- Midax remembers the ad requirements and prompts in a timely manner for your adherence to the rules laid down in the vendor deal.
- Midax captures the data you need to supply the vendor with proof of performance and creates the paperwork necessary to do so, Midax then tracks the claim.
- Midax also performs billback reconciliation. Midax holds accounts on promotional dollars earned, applied, claimed and received, so you stay on top of your promotional expenditure.
- Midax is date driven and manages multiple deals simultaneously.
- Midax maintains historical record tracking of all deals.

Midax Ad Management also allows you to:

- plan ads, and for each ad identify the source of funds internally and externally.
- generates an automatic tracking mechanism to extract individual SKU movement through the POS for scanning reports, etc.
- report on Gross Margin for your entire AD weekly.

Movement data is used to bill the vendors and it also feeds the relational database with more data for future honing of the decision-making tools in Price Hosting and CAO, re: amounts to order and the success of any specific pricing actions. Total syncing of all components for accurate Cost / Retail support and analysis.

Organize Your Data
Optimize Your Gross Margin

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Capture Details of Every Deal

Manage Multiple Deals & Ads
Simultaneously
Fully Date Driven

Historical Record Tracking
On Every Deal

Plan Your Ads Weekly

Full Billback
Reconciliation & Billing

Full Gross Margin Reporting
For Your Ad Weekly



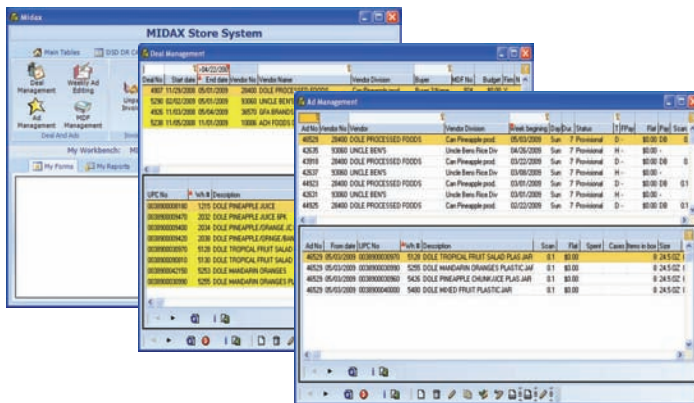
Midax Monitors all products coming into and out of the store, combines that with historical movement to ensure you fulfill the terms of every deal.

Manage all Discount And Promotion Types

Deals management supports all currently used discount types, promotional allowances and payment terms:

- Billbacks
- Off-invoice allowances
- Quantity break discounts
- Ad requirements including their timeframes.

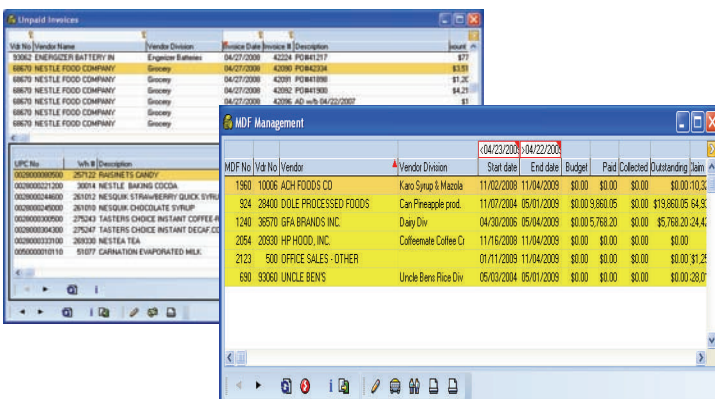
Easy To Use Graphical Interface



The Midax desktop application and graphical interface design makes navigation through the applications easy and consistent with all other Midax modules..

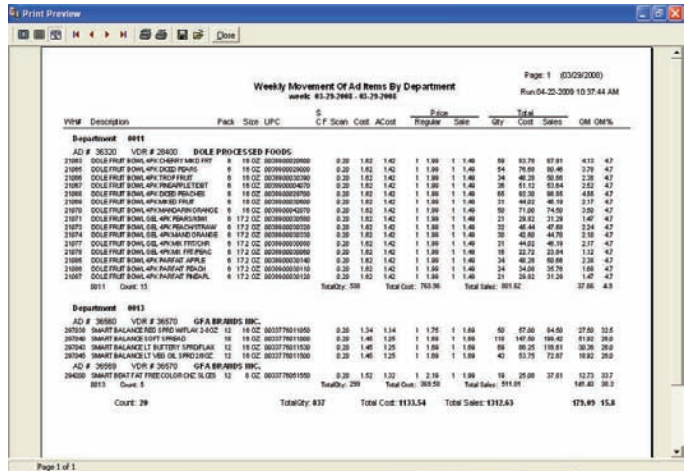
Billback and MDF Management

Midax manages all billbacks, scan-downs, accruals, and upcharges. Easily manage manufacturer funds and allowances. Invoice for Billbacks and Scanner funds directly saving time and money, while monitoring the process.



Midax Relational Database Reporting

It all comes together with comprehensive management reporting and analysis for total control of Gross Margin. Report the Gross Margin weekly for



all items within a store AD. Report drill downs by department, by vendor, your option.

All history and reporting analytics synced to all linked Midax applications for total control of costs, retails, deals, etc. one entry source for total control.

Fuel Discounting Customers

For fuel discounting customers, Midax also tracks the redemption at the pump and applies the discount bill back through to the vendor and deal.

Midax records the detail of every deal and Midax also allows you to setup a budget of anticipated sales for automatic comparison to actual sales, so that you can monitor promotional contributions to customer discounts, track ad movement and identify source of funds.

Midax, one integrated system for total management of your data and control of your business. Simply put, dollars added to your bottom line.

Let us sit down with you and discuss the possibilities.

