
Electronic Order Management



Process Overview

This document describes the business processes associated with the common functions performed by Order Manager users. It includes sending original orders and revisions and receiving makegoods.

The *electronic version* of this document uses the color coding scheme found in Order Manager. Functions performed by the buyer appear in green font and those performed by the rep appear in red.

Original Orders Workflow

- 1 The buyer **SENDS** the order with optional comments.
 - a) The buyer can **RECALL** the buy before order confirmation, make changes and **RESEND** the order.

 - 2 The rep can **OPEN** the order and send to station for confirmation.
 - a) The rep can **REJECT** the order but must include **COMMENTS** explaining the reason for the rejection.
 - b) The buyer can make the required changes and **RESEND** the Order.
The rep has 24 hours to approve or reject the order.

 - 3 The station can **CONFIRM** the order.
 - a) The station may confirm the order with comments and notations about inventory that did not clear. This is called a **PARTIAL CONFIRMATION**. A Makegood offer should follow.
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Special Situations

Time Period/Program Title Discrepancies

If the station cannot clear an order due to discrepancies, the rep rejects the order and provides both header and buyline comments explaining the discrepancies.

The buyer receives the rejected order, changes the appropriate lines and **RESENDS** it.

Split Orders

Some station systems require separate contracts for sports, Olympics or news. Buyers do not order this way.

If the rep knows that the station will not be able to process an order, the rep should alert the buyer and then **NTDARE** the order. The buyer can then **UNDARE** it as well.

Billboards

Almost all stations consider these as separate spots and require reps to create separate buylines for them. Buyers do not always buy billboards on separate lines. Therefore, rep and buyer buys are discrepant.

Trade Buys

To send trade orders electronically, buyers should identify them with Special Rep codes.

Local DARE

Order Manager supports electronic orders to stations that have DARE Inboxes. For those without DARE Inboxes, Order Manager supports order delivery via fax or Internet.

Account Transfers

When buying organizations move business from one office to another, rep companies have choices about how to handle current orders. Some move current orders to the new office while others keep current orders on the books as is and only book new orders to the new location. For information on handling account transfers, contact ediadmin@donovandata.com

Makegood Offers Workflow

- 1 The rep **SENDS** the makegood offer on confirmed or partially confirmed orders.
 - a) The rep can **RECALL** a makegood offer until it is approved by the buyer.
 - b) The rep can **CANCEL** or **AMEND** a recalled makegood offer.

 - 2 The buyer can **APPROVE** the makegood offer.
 - a) The buyer can **REJECT** the makegood offer with comments explaining the reason for the rejection.
The Buyer has 24 hours to approve or reject the offer.

 - 3 The rep **APPLIES** the approved makegood or reviews rejected makegoods.
 - a) When the rep applies the makegood, both rep and buyer buylines are updated. The ***OKAY** status indicates pending update; the **OKAY** status indicates updated completed.
 - b) Once the makegood is applied, the rep sends the order to the station for confirmation.
 - c) The Rep can either **AMEND** a rejected makegood offer or **CANCEL** it.
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Special Situations

MG HOLD

The buyer can approve the makegood offer but put it on HOLD pending client approval.

The rep can apply the approved makegood offer and the rep's contract is updated with the makegood buyline.

If a makegood offer has to be issued for the original makegood line, the buyer cannot process the new offer until the first offer is taken off HOLD.

Account Transfers

If the buying organization has moved the business from one office to another, but the rep has not, the makegood approval will fail. For information on handling account transfers, contact ediaadmin@donovandata.com.

Buyer Revisions Workflow

- 1 The buyer can change the buy after confirmation and **SEND** the order again.
 - a) The buyer will include comments on the buylines and on the order to indicate to the rep what changes have been made.
 - b) All pending makegood offers must either be **APPROVED** or **REJECTED** by the buyer before the revision can be made to the buy.
 - c) The buyer may **RECALL** the revision until it is confirmed, make further changes, and **RESEND** the revision.

If the station or rep rejects the revision, the buyer makes the changes indicated in the rep's comments and re-sends the order.
- 2 The rep can **APPROVE** the revision. Once approved, the rep's buy matches the buyer's buy.
 - a) The rep can **REJECT** a revision until it is confirmed. A rejection must include comments.
- 3 The station receives the revised order from the rep and can **CONFIRM** the revised order.
 - a) The station can **REJECT** the revision but must send comments back to the rep that can be forwarded to the buyer.

Special Situations

Account Transfers

If the buyer had moved the business to another location but the rep has not, the buyer revision will fail. For information on handling account transfers, contact ediadmin@donovandata.com.

Order Cancellations

There are two methods for handling order cancellations, depending on whether the flight has begun to air. To verify station cancellation policies, buyers should contact the rep prior to sending the cancellation.

Cancellation before any of the order airs

The buyer deletes all of the buylines and sends the order with a comment. This revision process is the same as the "Buyer Revisions Workflow". When the rep processes the revision, those buys are updated and passed along to the station for confirmation.

Partial cancellation after the start date of the order

The buyer amends the schedule to remove the cancelled spots and sends the order with a comment. Refer to "Buyer Revisions Workflow" for the steps of the revision process. When the rep processes the revision, those buys are updated and passed along to the station for confirmation.

Brand Changes

Changes before the order start date

The buyer changes the brand on all buylines. The buyer sends:

- the original brand order with a comment stating the brand change and indicating a replacement order will follow.
- the new brand order with a comment stating that this is a replacement for the original brand order. Reference to the original brand order number is also suggested.

Changes after the order start date; orders must be removed from Order Manager/DARE

Because station traffic systems do not allow brand changes on aired spots, any brand changes processed after the order start date require the order to be taken out of Order Manager/DARE. The order has to be split by the seller:

- spots airing from the start date of the order through the week in which the change notification is received will remain on the original contract for the original brand.
- spots airing from the week following the change notification through the end of the order period will be moved to a new contract under the new brand.

