



RA Focus

All around the world, it's the same path to a successful business. **You must give your customers what they want.** If you don't, your sales will decline, your cash flow will dry up and your business will flounder.

So, how *can* you give your customers what they want?

Here's how - **you let them tell you.** In the media industry, the range of titles and subjects available is bewildering. To keep your customers informed of new products that may interest them, it is necessary to obtain their preferences and buying profile.

Once you know their profile, it is only a matter of **matching up their preferences** to the subjects of your titles. And then letting them know when new products arrive. Or even let them check in now-and-then to browse your list of titles.

Who Is RA?

RA (Ratcliff & Associates Pty. Ltd.) was founded in June 1976 by the Managing Director, David E. Ratcliff. We provide professional and personalised **computer consulting design and implementation** services to medium and large companies.

With our customers we seek to establish a **long term relationship**, our roles including high-level **management consultancy** in the selection of computing and communications equipment, to the **designing, writing, and implementation** of customised software where required. Where applicable, packaged software can be implemented.

We endeavour to keep overheads to a minimum which, together with our very low staff turnover, enables us to provide our clients with a personalised, stable and professional consulting service.

We have built **RA Focus** - a **multi-platform, Internet-enabled** system based on industry-standard hardware and software, that enables publishing companies or booksellers to perform **dynamic mail shots** in an integrated, easy-to-use and customisable format.

RA Focus

RA Focus essentially maintains a customer list, customer profiles (the customer's preferred subjects), product list and product subject list, amongst other information, and **presents product titles matched to customers preferences** in their **preferred output method**. These may be the web, e-mail or postal mail.

You can **further refine your customer's profiles** the more they browse or shop by keeping track of their browsing and buying habits. By **analyzing these buying trends**, you will be better able to identify the areas that are doing well or require attention. In addition, your customers will be able to **adjust their own profiles** on-line.

RA can provide either a **partial or complete** solution to your needs, and can also connect to your existing systems. Our solutions include new **web site design** and hosting and/or **integrating your existing or new web site** with **RA Focus**. You can **select** which modules you want to implement, instead of requiring you to purchase a complete system.

The system is **highly customisable and scalable**, and will handle small, large and corporate workloads with ease. Any Postscript printer may be used for printed output, and for online customers, only a compatible Internet browser is required. As it is based on **industry standard hardware and software**, a minimum of new investment is required.

For further information, please contact **RA** on (+613) 9844 3021 or visit our website at www.ra.com.au

For 50 years one of RA's major clients, DA Information Services, has kept the academic, scientific, technical and professional communities informed about the latest titles available from the world's leading non-fiction publishers. Here is an extract of what they had to say about RA Focus :



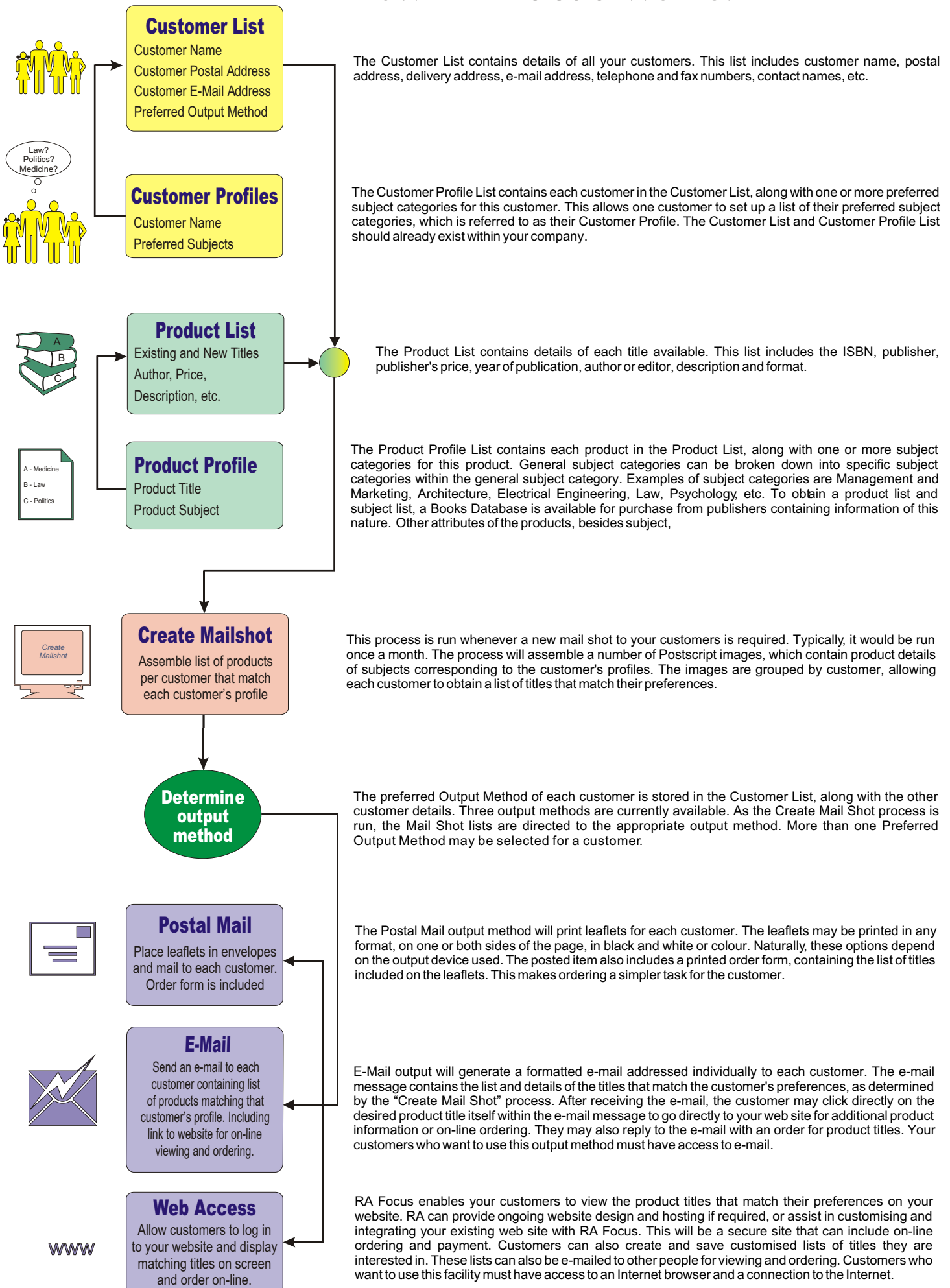
“Innovations such as the targeted promotions system, that produces 1.3 million promotional leaflets per month, have helped to give us a competitive advantage in a highly competitive industry. ”

“Each year we promote 13,000 new titles to more than 30,000 libraries and individuals. This system essentially matches our customers' preferences with the latest titles to produce a set of promotional leaflets per customer. RA integrated this with a high-speed colour laser printing solution that could achieve our printing targets with excess capacity. ”

“The introduction of the new targeted promotions system and resultant automation of this process has yielded savings of around 150,000 dollars per year and dramatically increased our capacity. Flow-on effects have been an increase in ability to satisfy our customers' needs generating greater customer satisfaction and ongoing business. ”

“This innovative system has provided great benefit to our company, setting us apart from most competitors, and we look forward to continuing benefits from our partnership with RA. ”

How *RA Focus* Works:



RA Focus *Flowchart Description*

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INPUT

Product List

The Product List contains details of each title available. This list includes the ISBN, publisher, publisher's price, year of publication, author or editor, description and format.

Product Profile

The Product Profile List contains each product in the Product List, along with one or more subject categories for this product. General subject categories can be broken down into specific subject categories within the general subject category. Examples of subject categories are Management and Marketing, Architecture, Electrical Engineering, Law, Psychology, etc. Other attributes of the products, besides subject can be used to match with the Customer Profile. To obtain a product list and subject list, a Books Database is available for purchase from publishers containing information of this nature.

Customer List

The Customer List contains details of all your customers. This list includes customer name, postal address, delivery address, e-mail address, telephone and fax numbers, contact names, etc.

Customer Profiles

The Customer Profile List contains each customer in the Customer List, along with one or more preferred subject categories for this customer. This allows one customer to set up a list of their preferred subject categories, which is referred to as their Customer Profile. The Customer List and Customer Profile List should already exist within your company.

PROCESS

Create Mail Shot

This process is run whenever a new mail shot to your customers is required. Typically, it would be run once a month. The process will assemble a number of Postscript images, which contain product details of subjects corresponding to the customer's profiles. The images are grouped by customer, providing each customer with a list of titles to match their preferences.

Determine Output Method

The preferred Output Method of each customer is stored in the Customer List, along with the other customer details. Three output methods are currently available. As the Create Mail Shot process is run, the Mail Shot lists are directed to the appropriate output method. More than one Preferred Output Method may be selected for a customer.

OUTPUT

Postal Mail

The Postal Mail output method will print leaflets for each customer. The leaflets may be printed in any format, on one or both sides of the page, in black and white or colour. Naturally, these options depend on the output device used. For one of our major clients, DA Information Services, RA has developed a unique printing system to handle this type of operation. DA print 1.3 million leaflets per month, due to the efficiency of this system, labour costs have been dramatically reduced whilst their printing capacity has increased.

The posted item also includes a printed order form, containing the list of titles included on the leaflets. This makes ordering a simpler task for the customer.

E-Mail

E-Mail output will generate a formatted e-mail addressed individually to each customer. The e-mail message contains the list and details of the titles that match the customer's preferences, as determined by the "Create Mail Shot" process.

After receiving the e-mail, the customer may click directly on the desired product title itself within the e-mail message to go directly to your web site for additional product information or on-line ordering. They may also reply to the e-mail with an order for product titles.

Your customers who want to use this output method must have access to e-mail.

Web Access

RA Focus enables your customers to view the product titles that match their preferences on your website. RA can provide ongoing website design and hosting if required, or assist in customising and integrating your existing web site with **RA Focus**. This will be a secure site that can include on-line ordering and payment.

Customers can also create and save customised lists of titles they are interested in. These lists can also be e-mailed to other people for viewing and ordering. Customers who want to use this facility must have access to an Internet browser and a connection to the Internet.