

***RouteScout* Demonstration**

Thank you for your interest in the *RouteScout* circulation management software. We encourage you to review the software at your convenience. This demonstration is a self driven process, allowing you to witness what the full version of *RouteScout* will be like. This is a full working version except that you will not be able to save any new carrier or route entries. Data has been provided and is available to alter, update and manipulate in any way. The data may be quickly scanned by viewing the reports provided with the demonstration packet or within the software. You may even print reports yourself.

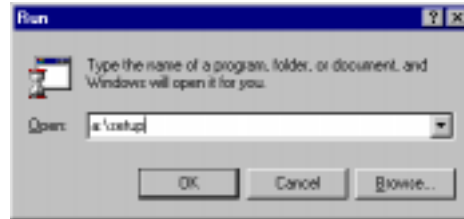
Attached is a general overview for using *RouteScout*. Feel free to calculate payroll, create manifests, document waste, and generate top sheets. Use every feature to become familiar with *RouteScout*. Following the overview are sample reports.

If you have any questions or would like assistance with the demonstration of *RouteScout*, call Fake Brains Software at (303) 791-3301.

Installation

Loading The Software

- 1: Within the Windows Program Manager, select 'File, Run...' or from Windows 95, choose 'Start, Run..'
- 2: Insert Diskette 1 into either drive A or B
- 3: Type a:\setup or b:\setup
- 4: Press OK
- 5: Follow the instructions on the screens



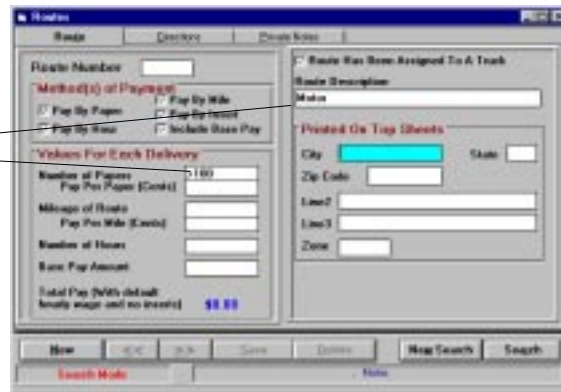
Screen Hints

Throughout most of the screens, there are action buttons which provide instant control to the data. Virtually any situation may be queried.

To move from field to field, use the 'Tab' key or point and click the mouse on the area you would like to edit. Pressing the 'Shift' and 'Tab' keys simultaneously will move the cursor back to the previous field.

Use the search buttons to retrieve a route with desired characteristics.

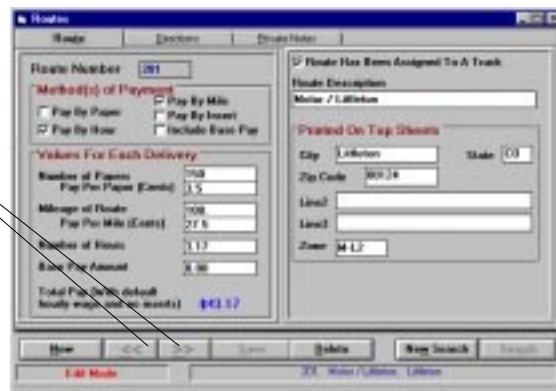
Specify a limited scope: To locate all routes having more than 100 papers that are Motor routes (i.e. the description is a Motor Route). Start by pressing 'New Search'. Enter '>100' in the number of papers field and type 'Motor' under Route Description. Press the 'Search' button to query.



The '>>' button will remain activated until all of the routes meeting the specified scope have been viewed.

All routes meeting the query condition will be displayed.

To display every single route entered in RouteScout leave all fields blank: Press 'New Search' to clear preexisting scopes and 'Search' to begin.



General Overview

The *Carrier* information contains personnel information regarding the carrier. This includes declaring each individual carrier's employment type as a contract laborer or an employee. A carrier may also have constant deductions and payments to their wages, which is flexible when offering insurance programs and other benefits to the carrier.

All *Route* information is stored and maintained on a single screen. Store all the route information in a single location and easily maintain any changes to keep the payroll and bundle information current. Enter as many route characteristics as necessary to assist in managing the routes.

Assignments are created to link the carriers and routes. Carriers may be assigned to several routes and a route may be delivered by multiple carriers. Refer to the route assignments to substitute a carrier for a last minute no show. Optional bonus information is monitored for each assignment. Bonus criteria is based on the number of complaints and the issues delivered. Since the bonuses are tracked at the assignment level, it is possible for a carrier to receive more than one bonus. A bonus consists of the total pay for one delivery.

Group your routes into *Regions* to easily retrieve demographic information. Define regions for groups of routes by zip code, city, a specific zone, or name one after a customer who continuously purchases circulars. Use regions to group the routes into separate publications for distributing circulars, calculating checks and creating bundle tops. *RouteScout* can calculate the cost of each route for a region to determine carrier delivery costs versus mailing costs. Present more convincing sales pitches by knowing the distribution details, such as the mileage, delivery cost, and circulation of each region. Regions are self defined to meet your individual demands.

Payroll is calculated using information from the delivery assignment data. Payroll characteristics are defined at the route level. Specify the payment method of the route by piece, hour, mile, insert, drop, a flat rate or a mixture of all. Any combination of these may be specified. Optionally, additional miscellaneous deductions and payments may be included in each check. Checks may be calculated for all routes, a specified region, or a single carrier. Reconcile your checks that have cleared and provide fast and efficient help with the checkbook.

Bundle Tops and *Carrier Drop Sheets* are created to facilitate the delivery by displaying the circulars, stop deliveries, carrier, and truck information. Variable bundle size calculations allow maximum flexibility according to the number of papers, the number of inserts, the number of pages, or by the weight of a bundle. Communicate from the insertion, through the trucks, to the carrier using easy to read reports and bundle sheets. Sequence the carriers in order by delivery drop for more efficient distribution of bundles to the carriers.

Streamline your *Bulk Drop* delivery by coordinating payroll with the sequencing of the drops. *RouteScout* can help optimize your pickup readership by offering informative waste reports alerting you that Mel's Diner has excess waste compared to the rack on 10th Street. Cater to your rack hosts by inactivating deliveries to avoid their remodeling construction. Easily refill routes between editions to increase your circulation while maintaining a clean appearance.

The various insert combinations are no longer a headache when completing the *Postal Form 3602-R* with *RouteScout*. Define your post office stations and their rates for distributing your publication and *RouteScout* will produce a postal statement for each weight configuration for each post office.

A Self Guided Tour Through the Demonstration

Carrier Information

Changes to personnel information may be entered through the 'Edit Carriers' screen. Browse through the carrier screen by pressing 'New Search'. Type '80123' in the zip code to locate a carrier in that area who may help deliver for a no show route. Press 'Search By Example' to view all the routes that have 80123 zip code. The following is an example of the screen used to query these carriers.

Main Menu:
Carrier: Edit

The drop directions appear on the truck manifest to help the driver deliver bundles to carriers.

Reserve private notes for internal use only.

Total Market Coverage (TMC) Routes

Access TMC route information by choosing 'TMC Routes: Open' from the main menu. Payroll is determined at the route level. Each route can pay by paper, hour, mile, insert, a flat rate or a mixture of all five. Notice in the following example, that route 102 is paying per paper, per mile and per insert for a total of \$35.85 (not including the insert pay). The insert pay is calculated into the route each publication date after the circulars have been specified to run.

Within the route window are two additional tabs labeled 'Directions' and 'Private Notes.' Route directions can be printed and distributed to the carriers to assist them in learning the route. The private notes are to be used for internal use only.

Main Menu:
Routes: Open

Route descriptions help identify city, motor and carrier routes.

The zone appears in a large font on the top sheets.

Creating Bulk Drop Routes

Store rack information under '*Racks: Open*'. The location hours, description, and directions are stored for each rack. Monitor the age of the stop as well as the age of the stand within the stop. At each rack location you specify the draw for each edition and determine the restock quantities.

The racks are then assigned to a Rack Route. Choose, '*Racks: Routes*' from the main menu. Each Rack Route contains a drop sequence listing all the available racks. To change or delete a rack that has already been assigned to a route, double click the Rack in the lower half of the screen and an 'Edit Drop' screen will appear allowing you to alter the bin, sequence number, and delete or change the order. Advance to the 'Pay Tab' and enter the method of payment. Like the TMC Routes, Rack Routes may be paid in multiple ways. A 'Recompute' button allows you to recompute any changes made.

Racks can be assigned to multiple routes. This is to accommodate refilling the racks. A refill route is necessary for racks that require a larger draw than their capacity and are restocked between issues.

Monitoring Waste

Waste reports show the amount returned and waste percentages. To enter waste, choose '*Racks: Enter Waste*' from the main menu. Select an issue, route number and edition. Press the 'Load' button and the racks and drop count appear. Enter the returns and any other notes pertaining to the location, such as money collected and driver feedback. Use the tab, or the up, down, right and left arrows to go from one field to the next. When advancing to the next line, the waste is automatically figured. Also, overflow returns from restock routes automatically flow into the first delivery for the rack, saving waste reporting time.

Main Menu:
Racks: Enter
Waste

Restocks are
listed above the
initial edition.
Extra returns
overflow into the
initial edition.

Stop Sequence	Rack Name	Rack Edn	Drop Count	Waste Count	Amount Collected	Driver Feedback	Waste Processed
2	1822	01	3				12
2	1822	01	3				31
3	1820	01	5				18
3	1820	01	3				18
4	1818	01	5				18
4	1818	01	5				18
5	1815	01	4				7
5	1815	01	2				4
6	1812	01	3				3
6	1812	01	3				3

Truck Sequencing and Truck Manifests

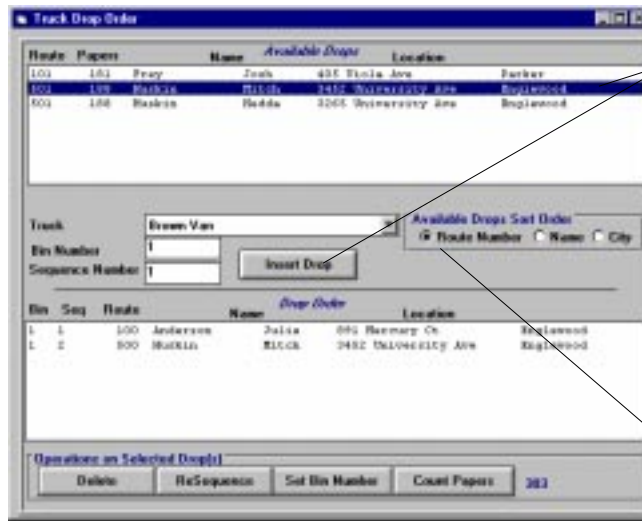
Truck manifests are used to assist with the delivery of bundles to the carriers. You assign the drop order for distributing the bundles. The truck manifest coordinates with the bundle tops and carrier drop sheets to avoid confusion of bundle contents and destinations. The manifest lists in drop order the carrier address, the bundle contents, and the number of bundles with the size of each bundle for each route.

A Truck Drop Order screen allows you to load carriers onto the appropriate trucks. The sequencing is sorted by truck and bin. A bin can be any load that should be disjoint from other papers on the truck.

RouteScout Demonstration

In the following example, look at the truck 'Brown Van'. Notice that all available assignments appear on the top half of the screen. In order to load a route onto the 'Brown Van', highlight the assignment (Route 501, Mitch Huskin) and drag it to the desired order. The assignment may be inserted between two previously assigned drops on the bottom. To clean up the sequence order numbers so they are chronological once you have organized your list, highlight all of the routes in the lower portion of the screen and press the 'Resequence' button. To move an assignment back to the top of the list simply highlight the assignment and press the 'Delete' button.

Main Menu:
Truck: Drop
Order



To move an assignment to a truck simply highlight the available drop, specify the 'Truck, Bin & Sequence Numbers', and press the 'Insert Drop' button.

Otherwise, drag and drop the available drop into the desired location on the truck.

The available drop list can be conveniently sorted to locate the desired carrier and route.

Computing Bundle Tops

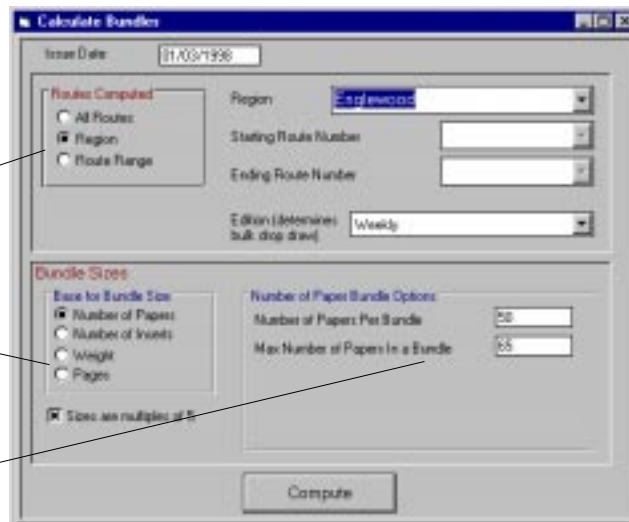
Circular customers and stop deliveries must be entered if they are to appear on the top sheets. Top sheets need to be computed to determine how many bundles are necessary for the routes. Bundle sizes can vary for each route according to the inserts size and weight or paper size and weight. For example, if a particular group of routes has a lot of inserts and requires fewer papers in a bundle, then calculate and print these groups separately with a reduced bundle size. This will make the bundles more manageable and lighter to deliver.

Main Menu:
Circulars: Compute
Bundles

Compute Bundles according to All Routes, a Region, or a Route Range

Bundle sizes may be based according to number of papers, number of inserts, weight or pages.

There are 50 papers per bundle with a maximum number of 65 papers in a bundles.



Carrier and Route Assignments

Once routes and carriers are entered, a link needs to be created to assign them to one another. A route may be delivered by many carriers and one carrier may deliver multiple routes. *RouteScout* uses assignments to coordinate all route deliveries by carriers.

Grouping Routes With Regions

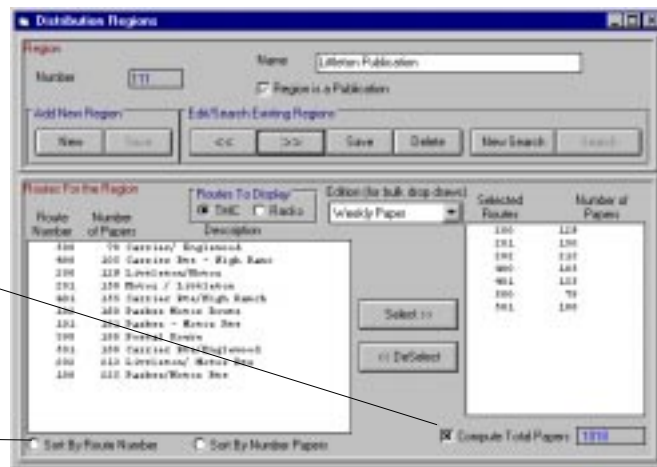
A region is a group of routes. Grouping your routes into regions offers valuable information about the circulation. For example, you can determine if a region costs more to deliver privately or by the post office. Regions can also be customized to paper count and demographics to facilitate the sales of circular advertising. Regions offer built in flexibility to manipulate payroll, circulars, and multiple publications to your advantage.

Browse through the regions screen by choosing '*Circular: Regions*' from the main menu. Press 'New Search', type 'Litt' in the name field and press the 'Search' button. Notice that seven routes have been assigned to the Littleton Publication region, totalling 1,018 papers. *RouteScout* lists each route and the paper count of each route. The total will be recomputed each time a route is added or deleted from the region. Add routes 100 and 102 by highlighting them on the left and then pressing the 'Select' button.

Main Menu:
Circular: Regions

Activate the 'Compute Total Papers' button and *RouteScout* automatically recomputes the current total.

Sort by available route list in paper count or route number order.



Defining Customer Advertising and Scheduling Circulars

Customers are assigned to regions to identify the routes where inserts will be delivered. View '*Circulars: Customers*' and step through the data using the search button. Customers may have an unlimited number of regions assigned to them. Share regions for common areas that customers advertise or create customer regions to meet the needs of the demanding customers. All the customer circulation information may be saved indefinitely. Once the customers have been specified, they can schedule circulars in upcoming issues. If you choose to pay carriers by the circular, you are able to specify the pay unique to each customer. This takes into account if Kmart has a thicker flyer than the local sandwich shop. Since the insert size can fluctuate each issue, you specify the insert pay as the circular customer is scheduled to run for the issue. View the screen, '*Circulars: Scheduled to Run*'. On the left you see all available customers. Below you can specify the details of that customers particular advertisement. Include the weight, page count, and pay provisions if necessary. Circulars can be inserted on varying days to allow for pre-inserting regular customers and permitting a late insertion for last minute ads. Manifests and combination reports reflect the various circulars and assist with organizing the bundles. Combination reports identify

different groups of inserts to help you stuff circulars for distribution and also help determine the various rates for mailing. To access the combination reports from the main menu choose, 'Reports: Top Sheets: Circular Combinations.'

Giving Delivery Credit & Prepping for Payroll

The delivery information, such as paper count, inserts, and pay for each carrier assignment needs to be updated each issue. Giving delivery credit is automated through an 'Auto Update' feature. Choose 'Deliveries: Auto Update' from the main menu. Deliveries may be updated for all routes or for a specific region. If a one time change is needed to override or inflate payment credit, for reasons that the paper was extra heavy and you want to offer extra compensation, you can specify that amount here without having to change each individual route. The 'Delivery Information Report' (8.1.1) shows the amounts owed to carriers and should be verified for accuracy prior to calculating the pay checks.

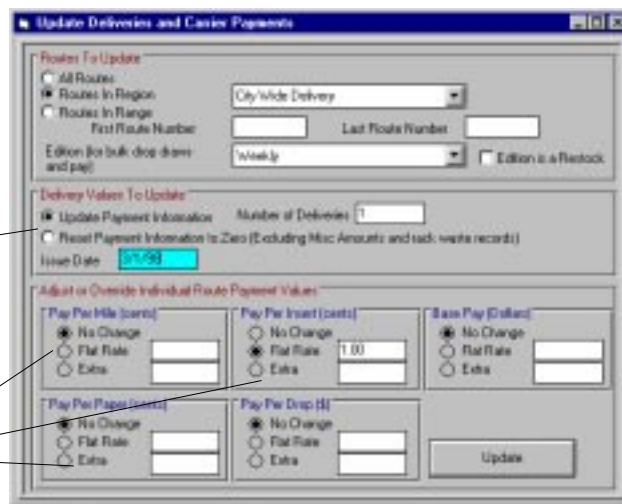
Paychecks are officially calculated when using 'Checks: Calculate' from the main menu. Carriers can be either contractors or employees. If the carrier is an employee, taxes may be withheld. Mileage is considered a reimbursable expense and is therefore not taxed. Whether the carriers are contractors or employees, pre-tax and post-tax dollars may be adjusted within the paycheck. A single paycheck will be distributed for carriers having several routes. Paychecks may be calculated in quantities that are manageable, whether it is for all carriers, a region, or a single carrier.

Main Menu: Deliveries:
Auto Update

Updates may be done according to All Routes, Routes in a Region or Routes in a Range.

Update according to the number of deliveries or reset payment information back to zero.

Adjust or Override Individual Route Payment Values.



Postal Reports

The USPS Form 3602-R is printed within *RouteScout* for the total saturation coverage routes. *RouteScout* will determine the paper counts for each insert combination at each post office. Once the postal stations and rates are defined, *RouteScout* is ready to compute the Form 3602-R. Each issue, after the combinations have been saved, the Form 3602-R's may be printed. The 'Postal Stations' and 'Postal Rates' must be entered before the 3602-R can be used. No further modifications to these screens are necessary unless the postal stations and/or rates change.

From the main menu, choose 'Postal: Stations'. Each post office of mailing is assigned to a region. This region must contain all of the routes that the post office is responsible for mailing. 3602-R Form(s) will be created according to the combinations determined by the routes assigned within this region. One 3602-R will be created for each combination within the region. Thus, if the Post Office of Mailing has two different bundle combinations, then two 3602-R's will be created. '10.1 - USPS

3602 Report', will print a 3602-R for each Postal Station specified. On Page 2 of the 3602-R, only the pertinent rate information will print. This is documented in the Domestic Mail Manual (DMM) as being acceptable, page P-8 (DMM Issue 51, 01-01-97).

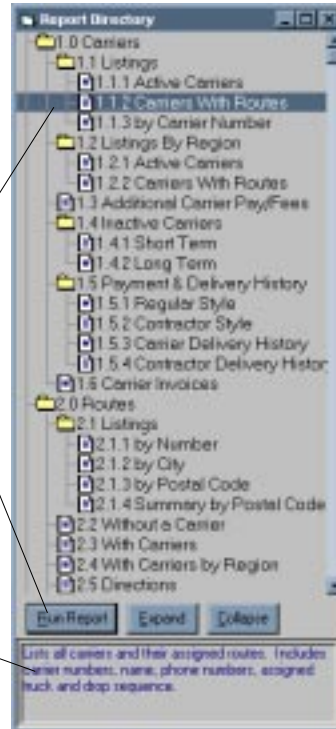
Numerous Reports Available

Over a hundred reports detail your data into information. Paychecks, top sheets, manifests, postal reports and waste reports are all available in the report tree. No forms are necessary unless specified, as in the case for mailing labels. All reports can be previewed or printed.

'Main Menu:
Reports'

Double clicking on the report
launches the report, as well as
pressing the 'Run Report'
button.

Description lists the details on
the report.



Quick Reference Steps

For Each Issue

- 1: Select Insert Customers for the next issue.
Circulars: Select Customers
- 2: Auto Update Delivery Credits
Deliveries: Auto Update

For Each Pay Period

- 1: Auto Update Deliveries
Deliveries: Auto Update
- 2: Edit Deliveries for any Miscellaneous Pays/Fees
Deliveries: Edit
- 3: Print Delivery Report
Reports: Payroll 8.0: Prior to Calculating Checks 8.1
- 4: Print Invoices
Reports: Carriers 1.0: Carrier Invoices 6.0
- 5: Calculate Checks
Checks: Calculate
- 6: Print Checks
Reports: Payroll 8.0: For A Pay Period 8.5.1
- 7: Print Check Summary Report
Reports: Payroll 8.0: Listing of All Checks 8.2

Bundle Tops and Combinations

- 1: Enter Stop Deliveries
Circular: Stop Deliveries
- 2: Calculate Bundles
Circular: Calculate Bundles
- 3: Select Circulars for Next Issue
Circular: Select Customers
- 4: Print Combination Reports
Reports: Bundles 7.0: Top Sheets 7.1
- 5: Print Top Sheets
Bundles 7.0
- 6: Print Truck Manifest Reports
Reports: Trucks 4.0: Manifests 4.2

Bulk Drops

- 1: Update Suspend Status
Racks: Suspend Status Report 11.6
- 2: Record Previous Weeks Waste
Racks: Enter Waste Report 11.5
- 3: Print Carrier Bundle List
Report 11.4
- 4: Print Rack Manifest
Report 11.3