



# Yellow Magic

## A Complete Directory Publishing & Business

### Information in Motion: A Simple Thought Which Clearly Describes A Publisher's Environment...

....But that's about all that's simple about this business. Managing information is tough, but it doesn't have to be. At Yellow Magic Incorporated, we understand that your company's profitability is determined largely by how it collects and manages information, so we have made it our business to develop and provide you with the tools you need to do both.

Take control of both your information and your business with **Yellow Magic**, our powerful, fully integrated business management and publishing system designed specifically for the directory publishing industry.

From lead generation and canvass management and commissions...through contract entry and account maintenance...continuing on to account billing and collections...and then all the way through creation of a CD of your pages for your printer "**Yellow Magic**" has you covered. When it comes to directory publishing, we set the standard by which all other publishing systems are measured.

When it comes to lead generation and the management of a sales canvass, no one does it better than you do with Yellow Magic.

**LET'S TAKE A CLOSER  
LOOK AT JUST A FEW OF  
YELLOW MAGIC'S  
PUBLISHING FEATURES...**

#### LEAD GENERATION AND CANVASS MANAGEMENT

We understand that the preparations made before a sales canvass is often as important as the canvass itself and that each publisher prefers a system that meets the needs of its sales organization and its unique sales practices.

**Yellow Magic** automates and simplifies the tasks necessary to create sales leads, to provide a fair and equitable market break, and to ensure your sales representatives go out armed with the most accurate and current lead information.

#### CANVASS MANAGEMENT FEATURES

✓	<b>Lead Generation And Sales Assignments</b>	✓	Up-to-the-minute Sales Reporting
✓	<b>Pre-printed Contracts with Competitive Data</b>	✓	Flexible Commission Plans with Detailed Reporting
✓	<b>Workflow Control</b>	✓	Ability to Import Listing Data

#### CONTRACT ENTRY AND ACCOUNT MAINTENANCE

When you look at a new publishing system, there are certain features without which you cannot live. When it comes to keying contracts, you need a comprehensive system that makes sense because learning a new system can be intimidating—even scary.

#### Headquarters

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*"Any Sufficiently Advanced Technology is Indistinguishable from Magic"*  
Arthur C. Clarke



# Directory Publishing Software For the World!

Print • Internet • CD-ROM • Mobile

You need a system that your data entry can (and will want to) become proficient on in a very short time.

Yellow Magic's Account Display screen provides a window for complete customer information, whether you are changing an address or setting up billing information. User-friendly features, along with Yellow Magic's production knowledge, ease you along each step while all the necessary information is entered. Yellow Magic anticipates your next step and works with you to ensure that no details are omitted.

## CONTRACT ENTRY AND ACCOUNT MAINTENANCE FEATURES:

✓	Single-entry, integrated system	✓	Powerful Search Engine
✓	On-screen previews of listings and ads	✓	Multi-language capability
✓	Detailed Account Transaction Information	✓	Table-driven information (for ease of entry and standardization data)
✓	Multi-currency features that display and convert Contract values	✓	Pop-up windows for access to heading, item code and other important information

When it comes to contract entry and account maintenance, Yellow Magic matches your stride without making you learn to walk all over again, And we've removed the intimidation factor.

## TYPESETTING AND PAGINATION:

When you use Yellow Magic, the composition of a book starts with the Command File, in which you define all your book's typographic and page layout specifications; from mast-heads to the appearance of every listing of every type. You have total control when it comes to the appearance of your books. Yellow Magic offers unsurpassed flexibility when it comes time to typeset your directory.

## TYPESETTING AND PAGINATION FEATURES:

✓	Fully paginated White pages	✓	Telephone Cross Reference & Street Guide sections
✓	Yellow Page galleys ready to pass to Merlin for automatic pagination or to Sleight-of-Hand, our interactive pagination program	✓	Index options, including Yellow Page Index, and Index of Display ads
✓	Flexible book options (i.e.) multiple sections, split business & residential listings, etc...	✓	Full color features, including screens, knock-outs, bubble-heads, and more...

*We understand that our publishers are constantly looking for new ways to produce quality directories while keeping down costs. Our goal is to meet your goals with increased cost efficiency.*

And to these features our receivables, collections And our external accounting interfaces and you truly have an integrated system for all your publishing and business management needs.

## YELLOW MAGIC COMPANION PRODUCTS

MagicCarpet	Directory Publishing for IYP, MOBILE, CD-ROM
YelloTouch	Directory Publishing for Apple iPad, iPhone & Android Products
Mobile SalesMagic	Sales Force Automation
Sleight-of-Hand	Interactive Pagination Program
Merlin	Automatic Pagination
Poof!PDF	Detects and Resolves Font Issues, and creates PDF files
TeleVerify	Automated Listing Verification System
TelePath	Automates Directory Distribution

Contact us to learn more about bringing Yellow Magic and its companion products in house.

Request a Demo  
of any YM Product Today!

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