



*ADflow* rc 1.7

Beta Test @

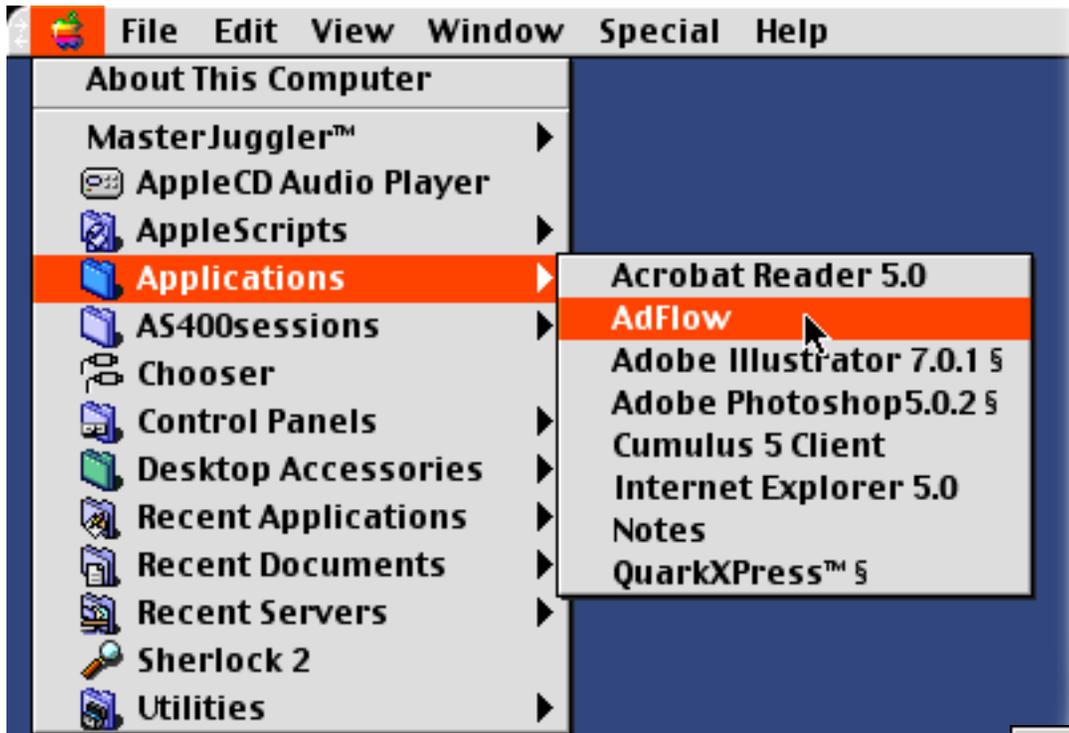
Advertex Communications, Inc.

# Quick Start Guide

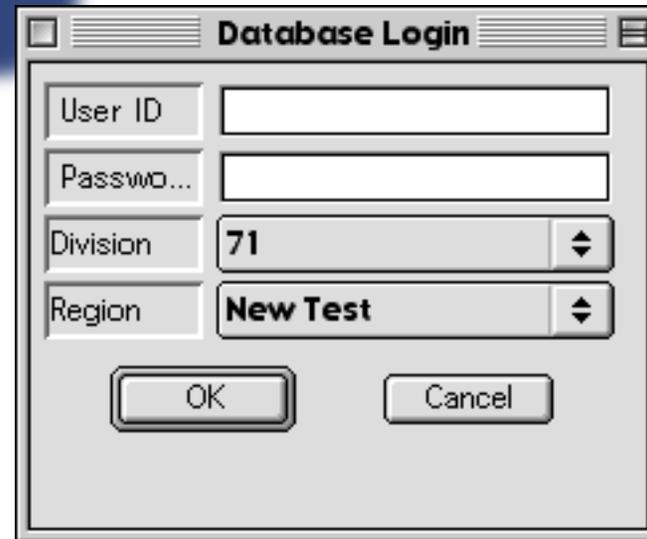
ADflow is a workflow software that allows all users to view jobs in the production stage of the advertising process. ADflow is able to interface with all the graphic software packages used in the Advertising Dept. This allows the users to launch the graphic software from the ADflow system. -*FedAd Release 1 04/21/01*



What does all this mean? ADflow is a module of FedAD, a software workflow system that will take over many functions of the Mainframe and the AS-400 along with many other operations bringing them all together into one interface. This will eliminate entering the same information in many places and allow the information to be viewed and manipulated in many ways to create reports, access the progress and history of ads, events and so forth. ADflow is the component of FedAD that the Advertising departments of Federated Department Stores, Inc. will be using. This is what we are testing, a preliminary release (Release Candidate 1.7) of this developing software has been installed on your Mac which you can access via your Apple Menu > Applications > AdFlow. This is Beta software which means it is not fully functional and has flaws and limitations that the final (Gold Master) release will not have. This is where you come in, as Beta Testers it will be your task to work with this software and give the FedAD team your feedback so the ADflow product can be better developed to fit the needs of Advertex. There is a button on the Advertex Intranet Site (<http://advertexonline/>) at the top right "AdFlow Beta Bug Report" that takes you to a page where you can fill out a form for submission of any issues you have with the ADflow experience. The FedAD and End User support staffs will be on hand to help but you need to fill out a report for each issue as it occurs so that this information can be communicated to the developers.



To launch ADflow select it from the Applications folder in your Apple Menu. The Database Login dialog appears. You need to login to the FedAD database by entering your RACF (i.e. Y000AFB) as your User ID, for this test a password is not required. The Division should be set to 71 and the Region is New Test, click OK.



The ADflow splash screen appears as data is loaded from the FedAD server. The other window is a Java Console window, this is for debugging the beta, you can close this console window as it does not concern the beta testers.



```
strDataBaseName = FedAd  
strServerName = 10.0.2.16  
strLoginName = Y80004C  
getting todays data  
' 5/24/2002 '
```



File Cabinet



FONTS

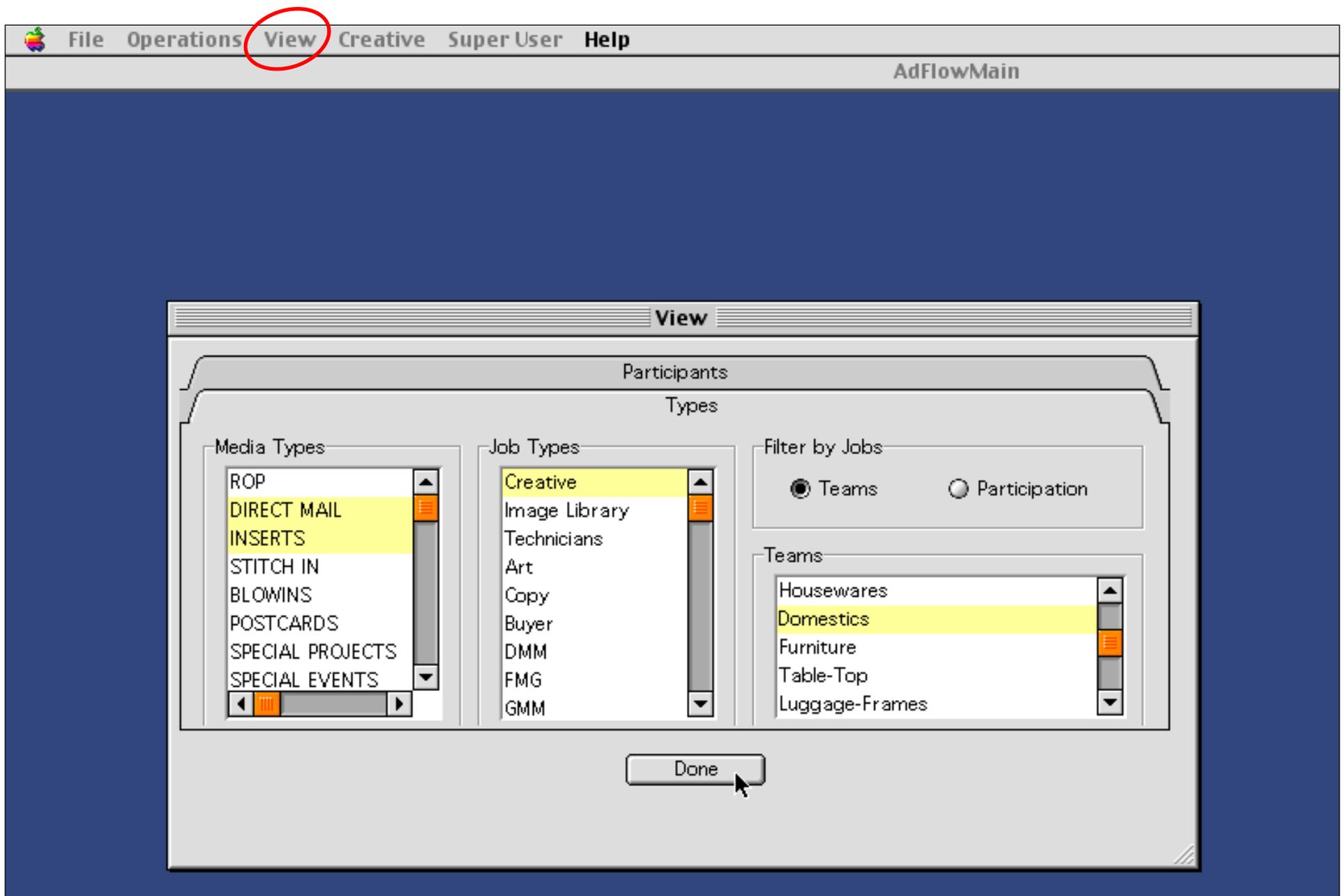


2's calendar 4-1



Trash

To view only the data which concerns your role the ADflow View Filters need to be set. Go to the View Menu and select “View Filters” the dialog below appears, select from the three “Types” categories of Media, Job and Team then click the “Done” button and the data displayed in the ADflow Main Screen will be only that of the “Types” you selected.



File Operations View Creative Super User Help 5:54 PM AdFlow

AdFlowMain

Today Tomorrow This Week Next Week

Friday May 24 2002

Ad #	Comment	Run Date	Ad Name	Position N
31982		08/20/02	LUGGAGE	
32001		08/28/02	HSWRS A/HSWRS B	

Job Info
Proof History
Ad History
Merch Plan

Turn In Info
Participants
Job Photos
Photo Info

My Tasks
All Tasks
Comments
Media Info

Task Name	Plan	Revise	Actual	Days to ...
Concept Meeting	04/02/02	04/02/02	04/30/02	52
StyleOut Meeting	04/16/02	04/16/02	04/30/02	38
Creative Format Due Date	04/19/02	04/19/02	04/30/02	35
Buyer Turn-In Meeting	04/22/02	04/22/02	04/30/02	32
Merch. Layout Due to Image Library	04/19/02	04/19/02	04/30/02	35
Pick-Up Art #'s to Art Directors	04/24/02	04/24/02	04/30/02	30
Merch.Turn-In	04/26/02	04/26/02	04/30/02	28
Missing Merch.List To Traffic Mana...	04/26/02	04/26/02	04/30/02	28
<a href="#">Layout Due by Creative</a>	04/26/02	04/26/02	04/30/02	28
New Merchandise to Studio	04/29/02	04/29/02	04/30/02	25
Charge Slips Due for Late Merch.	04/30/02	04/30/02		24
<a href="#">Print Ad for Dummy Book 1 -...</a>	04/30/02	04/30/02		24
Wednesday Layout Review Meeting	05/01/02	05/01/02		23
<a href="#">Layouts Approved by Merch...</a>	05/01/02	05/01/02		23
<a href="#">Layout to Photo Studio</a>	05/03/02	05/03/02		21
<a href="#">Layouts (Creative) to Image ...</a>	05/03/02	05/03/02		21
Photography Starts	05/06/02	05/06/02		18
<a href="#">Copy Complete</a>	05/16/02	05/16/02		8
Photography Complete	05/17/02	05/17/02		7
<a href="#">Pagination/Road Map Comple...</a>	05/20/02	05/20/02	04/30/02	4
Final Art Return	05/20/02	05/20/02		4
Film Catalogued to Image Library	05/23/02	05/23/02		1
Pre-Release Pick-Up Retouching Co...	05/23/02	05/23/02		1
<a href="#">Proofs Built</a>	05/27/02	05/27/02	04/30/02	-3
<a href="#">Create Buyer's Proof/PDF</a>	05/27/02	05/27/02		-3
PDF/Proof into Buyer's Sign Off	05/27/02	05/27/02		-3
<a href="#">Print Ad for Dummy Book 2 -...</a>	05/28/02	05/28/02		-4
Layout Review Proofs Meeting	05/29/02	05/29/02		-5
PDF/Proof Returned from Buyers	05/31/02	05/31/02		-7
<a href="#">Copy Revisions Complete</a>	06/03/02	06/03/02		-10
<a href="#">Art Revisions Complete</a>	06/05/02	06/05/02		-12
<a href="#">Release to Production</a>	06/10/02	06/10/02		-17
Release to Separator	06/10/02	06/10/02		-17
<a href="#">Print Ad for Dummy Book 3 -...</a>	06/11/02	06/11/02		-18
Release Layout Review Meeting	06/12/02	06/12/02		-19
<a href="#">Blue Lines in to Production</a>	06/21/02	06/21/02		-28
Color Proof Arrives from Separator	06/21/02	06/21/02		-28

The left "Date" pane shows all ads that were not filtered out by how you set your View Filters. The tabs at top let you see ads that have tasks scheduled to be completed within those dates. Click the Ad's row to select it, the right "Associated Data" pane changes to show the data for the selected ad. The "My Tasks" tab will show the tasks assigned to the group not the individual, The steps that are shown in blue will, when clicked, launch QuarkXpress and open the selected ad for editing. Editing is done and saved/completed. The tasks, when completed, are removed from the list and it becomes shorter. The dates at far right tell you by color (red is today or past) and or number (a negative number indicates days left to complete the task) when the step is scheduled to be completed.

Ready
37 Tasks to do
2 Ads
5/24/2002
17:54
CAPS
INS
NUM