

Imagine completing a **real time**
profitability analysis
for your entire plant in
under a minute?


Experience KBWorld Quattro™

North America's proven, totally integrated solution
that empowers you to outperform in outdoor.



How about projecting the next five years
of lease costs, including negotiated and
CPI increases, **automatically in
10 minutes?**





Or having even
more user flexibility,
customizability and
intuitive
ease of use
built right in?

KBWorld Quattro™ Solutions at a Glance

The suite of modules available within KBWorld Quattro™ will dramatically improve your business performance, and increase productivity and efficiency both for your organization and your clients.

- Share knowledge, collaborate and eliminate work duplication with all information relating to sites, structures and panels in a central location thanks to our Site and Panel Maintenance module.
- Centrally manage information regarding leases and the associated payments – even track how much to pay based on sales revenues, to whom, when and for which panels with our Leasing & Payments module.
- Create and maintain all aspects of a media campaign from proposal to posting with our Charting module.
- Ensure your Advertising Sales Contract, invoicing, spend and management analysis all link seamlessly with the Contracts module.
- Create invoices directly from contract information or standalone invoices for ad-hoc billing with the Invoicing module.
- Geographically map assets to help with posting schedules, maintenance route planning and to accurately target audiences with the Integrated Mapping Solutions module.
- Photos of completed work orders are collated and presented in standard Proof of Performance reporting.
- Control maintenance tasks for your inventory, trigger new build instructions and assign schedules to the work order and more with our Maintenance of Plant capability.



KBWorld Quattro Modules

Site Panel & Maintenance

SEE IT ALL. KNOW IT ALL. CONTROL IT ALL.

This module contains all information relating to sites, structures and panels that make up your plant's inventory and allows you to outperform. With access to central sales data, real-time across the whole business, including construction information, associated permits, rate card, line-of-sight and much more, your world is at your fingertips.



Leasing & Payments

NOW THE LEFT HAND WILL KNOW WHAT THE RIGHT HAND IS DOING

Now your accounting and real estate departments are able to centrally manage information regarding leases and the associated payments. No more delays or duplication of effort. Feel confident knowing that everyone can connect with the right data at the right time to make the right decisions. Flexibility is at your fingertips.

Charting

OUTPERFORM FROM PROPOSAL TO POST SALES ANALYSIS.

We make it easy to manage each stage of a sales cycle, from building the initial proposal to billing, proof of performance and post sales analytics. Our charting module can create and maintain all aspects of a media campaign from proposal to posting, is highly flexible and can accommodate the intricacies of all types of campaigns. What could be simpler?



Contracts

DRIVING GREATER PERFORMANCE RIGHT FROM THE CONTRACT

Our Contracts module ensures your Advertising Sales Contract, invoicing, spend and management analysis all link seamlessly. Full contract details along with the invoicing frequency, agency, client and terms and product brand mean that contracts can be quickly processed. Now you can outperform from start to finish – with ease!



Invoicing

THE MORE EFFICIENT YOU ARE, THE MORE PROFITABLE YOU CAN BE!

Now you can easily create invoices directly from contracts or the creation of standalone invoices for ad-hoc billing - which ultimately contributes to profitability. And to make life even simpler, this module creates the batch to upload to finance. It's all about making your business process more efficient and increasing performance. How smart is that?



Integrated Mapping

PUTTING YOUR BUSINESS ON THE MAP WITH THE GREATEST OF EASE

Enables your assets to be geographically mapped which helps with posting schedules, maintenance route planning and accurately targeting audiences. Look forward to being able to increase revenue, reduce complexity, improve business decisions and deliver more professional pre and post analysis reports to your clients. That's how to outperform.

Maintenance of Plant

TAKING CARE OF YOUR INVENTORY AND YOUR SALES.

A well-maintained inventory is essential. Our operations technology enables you to control maintenance tasks for your inventory. Trigger new build instructions and assign schedules to the work order. Configure ad-hoc or recursive maintenance tasks for your panels. Even perform pre and post analysis of operation tasks. It's how to make your business, and profits, look good.



Digital Director

BE AT THE FOREFRONT OF THE DIGITAL REVOLUTION

Now seamlessly manage all of your Digital Advertising assets in one central easy to use system with Digital Director. With centralized Scheduling and Availabilities tools, as well as multi-player manufacturer support, Digital Director helps you increase your income. How? By releasing the constraints of your Digital Advertising while streamlining your processes internally to dramatically reduce the amount of work required to manage client portfolios. It's easy to use and incredibly intuitive.



Testimonials

"Making the decision to purchase KBWorld was like buying a new pair of shoes. It costs a bit more, but it just feels right."

Tim Griffin, Manager Information Services, Durden Outdoor



"TSG and KBWorld is one of the best combinations of vendor and product that I have worked with. KBWorld is the system that Outdoor has been looking for. A program that consolidates information from sales, leasing, charting, operations, and billing that eliminates redundancies and delivers tangible improvements to the business. TSG brings an enthusiasm and dedication that enhances the high level of support and service they provide. They are truly a partner in our success."

Mike Porter, Senior VP Information Systems, Clear Channel Corporate



"KBWorld offered us the ability to bring everything together in one place, while providing immediate access to the data by all departments. This has given us a wonderful management tool."

Tom Norton, President, Norton Outdoor Advertising, Cincinnati, OH



The **Siroky** Group. Innovation in Integration.

Your business chooses to lead the way, not simply follow the rinse and repeat formula of others. You realize that the same old solutions are not enough to rise above and beyond in today's competitive landscape. That's where we come in.

The Siroky Group has been working with the Out of Home industry for over 25 years. With our passion for the industry and our expertise in analysis, design and implementation we specialize in delivering solutions to our clients that not only solve their problems, but also take their business to the next level in efficiencies and industry leadership.

Let's talk about your needs for today and tomorrow.

The Siroky Group Inc.
300 John Street, Suite 506
Thornhill, ON, Canada L3T 5W4

www.kbworld-outdoor.com
info@sirokygroup.com
support@sirokygroup.com

t. 1.888.4SIROKY (474-7659)
905.889.0555
f. 905.889.6712



T H E S I R O K Y G R O U P