

Exchange Balance Processing

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Exchange Balance Processing Overview

The Exchange Balance file is used to track List Exchanges between two mailers. This tracking is dependent on accurate information being made available to the system. BOOMS is able to maintain complete records of exchanges made within the system (at Order and Invoice time). However, if your company does not have complete control of both sides of mailer exchanges, it will be necessary to supply periodic updates to “control quantities”. This is part of the function of the Exchange Balance Maintenance screen.

In order to begin exchange tracking, a relationship must be established between two mailers (See Chapter 24 for a discussion on automating this process). That is the primary purpose of the Exchange Balance Maintenance Screen. Once this relationship is established, BOOMS will monitor Exchanges during Order Entry and Invoicing. This information will then be used to produce 2 Orders Reports: the Exchange Status Report, which details exchange activity between two mailers during a given time period, and the Exchange Status Recap which summarizes exchange activity between one mailer and all other mailer (See Chapter 4: Orders Reporting).

If exchange balances change because of an event outside the BOOMS system (e.g. an exchange through another Broker) and you are made aware of the event, the exchange information can be posted to reflect this.

Contents of Exchange Balance Records

Following are the contents of an Exchange Balance Record

- **Mailer/Owner 1 Code** is the Mailer Code of the mailer being tracked. This must match an entry on the Promotion File.
- **Mailer/Owner 2 Code** is the Mailer Code of the other mailer being tracked. This must match an entry on the Promotion File.
- **Mailer/Owner 1 Group Code** is the Group Code of the mailer being tracked. This must match an entry on the Promotion File (Type=G). Allows mailer grouping for reporting purposes (see R/W report “EXCHPRT8”)
- **Mailer/Owner 2 Group Code** is the Group Code of the other mailer being tracked. This must match an entry on the Promotion File (Type=G). Allows mailer grouping for reporting purposes (see R/W report “EXCHPRT8”).
- **Begin Tracking Date** is a date indicating when tracking for this relationship is to begin (the default is the current date). If you wish to track Orders that have already been entered, it will be necessary to re-post then (from Orders Posting/ Invoicing).
- **Current Balance (SHIP)** is a beginning balance indicating Mailer 1’s SHIPPED balance in relation to Mailer 2. A positive number indicates Mailer 1 is owed names. A Negative number (preceded by a “-”) indicates Mailer 2 is owed names. BOOMS maintains this field automatically based on information when an Order is Invoiced. This Balance can be re-posted at any time. NOTE: this field represents only those Exchange Orders that have shipped.
- **Current Balance (OPEN)** is a beginning balance indicating Mailer 1’s balance in relation to Mailer 2. A positive number indicates Mailer 1 is owed names. A Negative number (preceded by a “-”) indicates Mailer 2 is owed names. BOOMS maintains this field automatically based on information when an Order is Entered or Invoiced. This Balance can be re-posted at any time. NOTE: this field represents all exchange Orders, regardless of whether or not they have shipped. If all exchange Orders for the two mailers have shipped, then Current Balance (SHIP) will equal Current Balance (OPEN).
- **Comment1** is a 12-character comment field that can be used to record such information as the pre-BOOMS exchange balance (e.g. PB= 100,000).
- **Comment2** is a 12-character comment that can be used to record such information as total brokerage adjustments (e.g. ADJ= 27,000). COMMENT1 and COMMENT2 are printed at the bottom of the “Exchange Status Recap Report” (See Chapter 4: Orders Reporting).
- **Relationship Inactive?** is “N” (default) to indicate this is an active relationship. If “Y” is indicated, the relationship is marked INACTIVE. Inactive Relationships are not reported on the “Exchange Status Recap Report”. Note: a relationship is automatically reactivated if an Order is placed against it.
- **Adjust. Quantity (SHIP)** is an adjustment to be made to “CURRENT BALANCE (SHIP)”. Entering a value into this field has the same effect as manually adding a value to the “Current Balance (SHIP)” field. Note: this field is a screen variable only. It is not stored in the Exchange record.
- **Adjust. Quantity (OPEN)** is an adjustment to be made to “CURRENT BALANCE (OPEN)”. Entering a value into this field has the same effect as manually adding a value to the “Current Balance (OPEN)” field. Note: this field is a screen variable only. It is not stored in the Exchange record.

Exchange Balance Record Maintenance

Exchange Balance Record Maintenance is selected by Function, "EXCHANGE BALS.", Sub-Function "MAINTENANCE" ("E1") from the Additional Functions Menu. Selecting this Function results in:

- Replacing of the Addition Functions Menu by the "Exchange Balance File Control" Screen (Figure 16.1).
- The disappearance of the cursor.

You must press a Function Key to select (enable) an Option. If you press a key other than a Function Key, the PC speaker will BEEP. The valid Functions Keys are:

- **F3** - ADD a new Exchange Relationship
- **Shift-F3** - ADD-NOCLEAR a new Exchange Relationship
- **Ctrl-F3** - ADD REVERSE Exchange Relationship
- **F4** - DELETE an Exchange Relationship
- **F5** - UPDATE an Exchange Relationship
- **Shift-F5** - Edit Detail Exchange Record
- **F7** - DISPLAY an Exchange Relationship
- **Shift-F7** - Display Next Exchange Relationship
- **Ctrl-F7** - Display Prior Exchange Relationship
- **Alt-F7** - Display Reverse Relationship
- **Shift-F8** - SyncGRP will synchronize all Mailr/Ownr 1 Group Codes to match the currently displayed entry for the current relationship

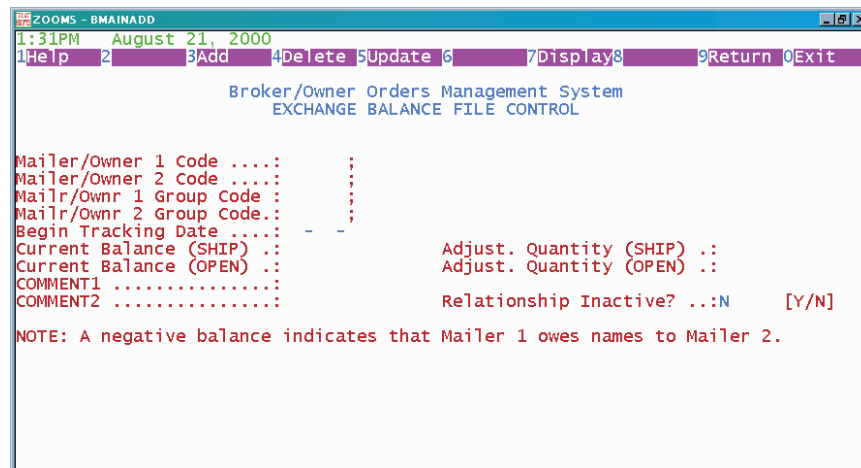


Figure 16.1. Exchange Balance Maintenance Screen

Add a Record (F3)

To Add an Exchange Relationship, select option Add (F3). This results in:

- The clearing of all input fields
- STATUS message:

Add Request

- The positioning of the cursor at the first input field ("Mailer/ Owner Code 1")

A record will be Added to the File if:

- All fields are syntactically correct and

- The key (“Mailer 1” + “Mailer 2”) being Added is not identical to a record already on the file

Successful addition of an Exchange Relationship results in STATUS message:

Added

Add a Record Without Clearing Input Fields (Shift-F3)

On occasion, it may be desirable to Add a series of Exchange Relationships that contain similar information. To do this, Display (or Add) the first of the similar records. Then select Option Add-Noclear (Shift-F3) to request Add without erasing any of the input fields from the screen. Fields that are different from the displayed record can be changed as desired.

Add a Reverse Relationship (Ctrl-F3)

On occasion, it may be desirable to Add a relationship that is the opposite of the one being displayed. To do this, select Option ADD-REVERSE (Ctrl-F3). BOOMS will create another Exchange Relationship by “reversing” Mailer 1 and Mailer 2 AND by negating the Current OPEN and SHIPPED Balances. NOTE: the COMMENT fields are copied intact.

Display a Record (F7, Shift-F7, Ctrl-F7, Alt-F7)

Selecting option Display (F7) results in:

- STATUS message:

Display Request

- The positioning of the cursor at the first input field (“Mailer 1”)

The record will be Displayed after you fill in fields “Mailer 1” and “Mailer 2”. If a record can be successfully retrieved, you will receive STATUS message:

Displayed

Once an Exchange Relationship has been displayed, following relationships can be displayed, in sequence, by repeatedly pressing **Shift-F7**. Also, prior relationships can be displayed, in sequence, by repeatedly pressing **Ctrl-F7**. Also, if a “Reverse” relationship exists, pressing **Alt-F7** will result in the display of the reverse relationship.

Update a Record (F5)

Selecting option Update (F5) when an Exchange Relationship is being displayed, results in:

- STATUS message:

UPDATE REQUEST

- The positioning of the cursor at the first input field ELIGIBLE for UPDATE (“Begin Tracking Date”)

Fields are entered just as if they were being Added to the file. You can correct any error by re-selecting Option F5. A successful UPDATE results in STATUS message:

UPDATED

Delete a Record (F4)

Selecting option Delete (F4) when an Exchange Relationship is being displayed, will result in the following STATUS message:

Are You Sure ????? (F2/YES, F4/NO)

If you want to proceed with the delete, press F2. Press F4 to cancel the delete. This message is issued because deleting an exchange relationship also deletes all detail information about the relationship (at the individual Order level). If you proceed with the delete you will receive STATUS message:

DELETED

Edit a Detail Exchange Record (Shift-F5)

Selecting option EDIT-DETAIL (Shift-F5) when an Exchange Relationship is being displayed, results in:

- The lower part of the screen being overlaid with a Window that allows you to Display/Update any Detail Exchange Record that was created for this relationship (these records are created at Order-entry or Invoicing time: See Figure 16.2).
- Status message:

Press a Function Key to Continue

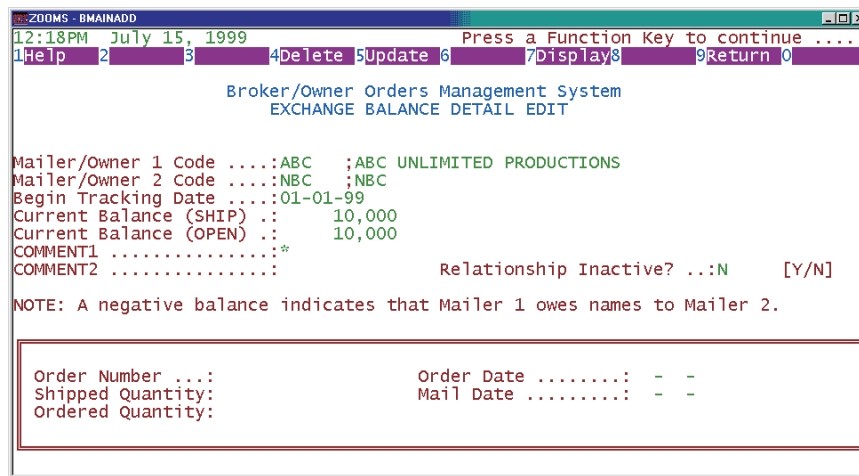


Figure 16.2. Exchange Balance Detail Record Edit Window

This Window is similar to other data-entry screens. To Display a particular EXCHANGE Order, Press "F7" and fill in the Order Number field. Either "Shipped Quantity" or "Ordered Quantity" can be updated. The following Function Keys have special meaning to this update process:

- **F4** - Delete the Detail Exchange Record. Required adjustments are made to the Current Balances in the Control Record.
- **Shift-F4** - Delete the Detail Exchange Record. **DO NOT** adjust the Current Balances in the Control Record.
- **F5** - Update the Detail Exchange Record. Required adjustments are made to the Current Balances in the Control Record.
- **Shift-F5** - Update the Detail Exchange Record. **DO NOT** adjust the Current Balances in the Control Record.

 You will not normally maintain exchange information from this screen. The update and delete functions are used ONLY to correct exchange tracking errors.

Synchronize Group Code (Shift-F8)

Selecting option SyncGrp (Shift-F8) when an Exchange Relationship is being displayed, will result in the updating of all records containing Mailr/Ownr 1 Codes with a Group Codes to match the currently displayed relationship for Mailr/Ownr 1.

Exchange Balance Relationship Report

Upon selecting Function "Exchange Balance", sub-function "Report" ("E2") from the Additional Functions Menu, The EXCHANGE RELATIONSHIP REPORT Window will overlay the lower part of the screen (See Figure 16.3.). This Window accepts the following variables:

- **Mailer Code** is the code of a Mailer/Owner 1 and indicates the mailer for which the report is desired.
- **Print Shipped Balances** indicates ("Y") that Shipped balances are to be included on the report. By default ("N"), only Open (current) balances are included on the report.
- **Print Comments** indicates ("Y") that relationship comments are to be included on the report. By default ("N"), comments are not printed on the report. If this field is "Y", then "Print Shipped Balances" must be "N".
- **Print Inactive Relations?** indicates whether or not inactive relationships are to be reported. By default (N), they are not reported.

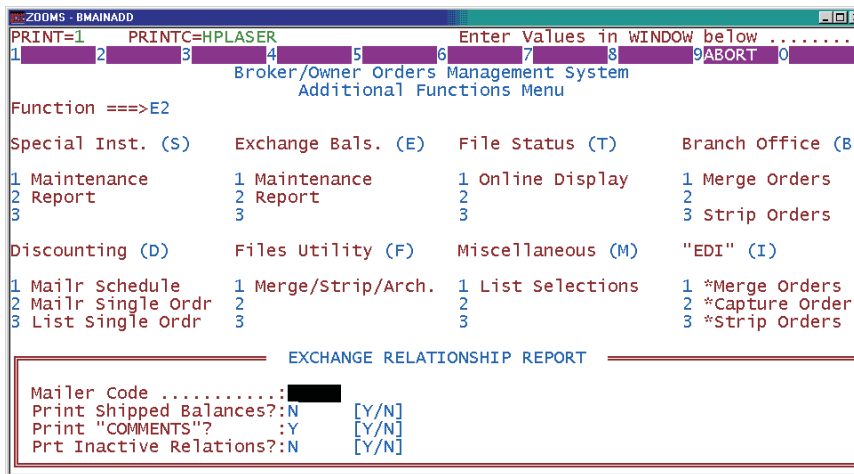


Figure 16.3. Exchange Balance Relationship Report Window

Figure 16.4 is a sample Exchange Balance Relationships Report.

MAILER 1: ABC Mailer		BEGIN TRACK	CURRENT	SHIPPED
MAILER 2:		DATE	BALANCE	BALANCE
DEF Mailer		01-31-93	79,500	79,500
MAL Mailer		01-31-93	43,513	43,513
PDQ Mailer		01-31-93	19,466-	29,469-
TEM Mailer		06-01-93	20,000	20,000
XYZ Mailer		01-01-93	50,000	
TOTALS			173,547	113,544

(-) A NEGATIVE BALANCE INDICATES THAT MAILER 1 OWES MAILER 2 NAMES

Figure 16.4 Sample Exchange Balance Relationships Report