

7. List File Processing

List File Overview	7-2
Contents of the List File	7-2
List Status Flags	7-4
List File Maintenance.....	7-4
Add a List (F3, Shift-F3).....	7-5
Delete a List (F4).....	7-6
Hold a List (Shift-F4).....	7-6
Update a List (F5).....	7-6
Update List "Database" Allocation (Shift-F5).....	7-7
Update List "Service Bureau" Options (Ctrl-F5).....	7-7
Display a List (F7, Shift-F7, Ctrl-F7)	7-8
Notepad Facility (Alt-F6)	7-8
List Type Cycle (Shift-F8).....	7-8
CardDeck Subtype Cycle (Alt-F8)	7-8
Promotion File Maintenance (Ctrl-F4).....	7-8
DataCard Entry/Edit (Ctrl-F8).....	7-8
List File Printout.....	7-9

List File Overview

The List File is used to store information about Mailing Lists, Package-Insert-Programs, Card Decks, and List Databases that are available for RENTAL or EXCHANGE. A common List File is used by both the Management and Brokerage Departments. This List information is used for Orders/Invoice Processing. Because only the LIST NUMBER is contained in an Order, once a LIST is defined and used by an Order, its NUMBER should never be changed. If it is, the Reporting and Accounting Systems will not be able to retrieve proper information about it.

Contents Of The List File

Following are the contents of the List File:

- **List Number** - is referenced by Orders Processing to obtain information about a particular List File entry. It is a number from 1 to 65535.
- **List Name** - 36-character name of the List
- **Sort Code** - 12-character sorting (collating) sequence used when searching the List File "alphabetically". This field defaults to the first 12 characters of the list name. If you try to update the Sort Code after a list is added, you will be prompted with: **Verify Sort Code Change; "F2/F4"**. Press "F2" to allow the change, "F4" to cancel the change.
- **Owner Code** - 5-character code of the Owner of the List. Used to retrieve Owner information (Promotion File).
- **Owner Code 2/Owner 2 Percent** - the 2nd owner of a List Database and percent owned (updated from the "List Database Allocation" screen)
- **Owner Code 3/Owner 3 Percent** - the 3rd owner of a List Database and percent owned (updated from the "List Database Allocation" screen)
- **Owner's Mailer Code** - 5-character mailer code of the Owner of the List. It is used to retrieve Mailer information from the Promotion File for Exchange Balance purposes. This field will default to the Owner Code. Typically, it will only be different if the OWNER CODE actually represents a List Manager and you need to know the true mailer code for Exchange Tracking purposes. **NOTE:** If you attempt to change the Owner Mailer Code after adding a List, you will be prompted with "**Mailer Code Change ("F2"/Yes, "F4"/No)**" as a reminder that such an update can "break" an existing Exchange Balance relationship. Press "F2" to do the update. If in doubt, press "F4" to cancel the update and check to see if any Orders refer to the old owner code. If they do, cancel the Orders (to nullify the Exchange), update the List, and un-cancel the Orders (to establish the Exchange with the new Mailer Code).
- **List Category Codes** - series of 2-character codes (max 10) that describe the make-up of the List (NO "blanks", NO "commas")

***** COMMISSION/FEES SECTION *****

- **Are You The Manager?** - indicates ("Y") that this is one of your managed lists. When "Y" is indicated, ANY order for this list becomes a MANAGEMENT Order.
- **Is This List In-house?** - indicates ("Y") that this is one of your owned lists. That is, for Orders placed against this list, there will be no Accounts Payable to a list owner. (If "Y" is entered, then "Y" must also be entered for "Are you the Manager").
- **Manager Sales-id** - is the 2-digit sales-id associated with a managed list. This number is used to automatically assign a Sales-id to an Order when merging internal Orders from a Branch Office (also used for reporting).
- **Brokerage Commission %** - commission percentage to be given to Brokers for selling this List (This can be overridden at Invoice time).
- **Broker Comm On Selections** - indicates ("Y") that Commission is being given - on Selection Prices as well as the List Rental Price (This can be overridden at Invoice time).
- **Management Commission based on a percentage (%) or per thousand Fee (/M)** - commission percentage or per thousand fee to be given to List Management for selling this List. This field should only be specified for a List that your company manages. (This can be overridden at Invoice time).
- **Management Commission On Selections %** - percentage of commission on selections (from 0% to 100%).
- **Management Commission On Selections \$** - indicates a Dollar Per Thousand (\$/M) commission on selections. This can be either a straight dollar-per-thousand OR dollar-per-thousand limited by the management commission on selections percent.

☞ Three types of Management Commission on Selections are possible:

1. Straight Percent of commission dollar (value of selections times the commission percent).
2. Straight Dollar-Per-Thousand (quantity times per thousand charge)
3. Dollar-Per-Thousand limited by management commission on selections percent (quantity times per thousand charge, not to exceed percent indicated in commission on selections percent).

- **Management Exchange Fee** - Service Fee to be given to MANAGEMENT for selling a MANAGED LIST on Exchange. This field is only meaningful for a List that your company manages. The value can be "flat", "per thousand" or a "percent" of the List's Base Price.
- **Maximum Management Exchange Fee** - indicates the maximum exchange fee when calculating the fee based on a "per thousand" charge or "percent" of a List's Base Price.
- **Minimum Management Exchange Fee** - indicates the minimum exchange fee when calculating the fee based on a "per thousand" charge or "percent" of a List's Base Price.
- **Base Price** - the List's base price. This field can be "flat" or "per thousand". If a Base Price is not entered on an Order, this value will be used. This is a simple way of assigning a Base Price to a List. A more useful way, for a Managed List, is to set up a "List Selections Abbreviations" Table (see Chapter 21).
- **List Discounted?** - indicates ("Y") that a Discount Record exists for this List (See Chapter 19 for a discussion on Discounting). An existing Discount record will not be used unless this field is set to "Y"

***** INTERNAL ORDERS SECTION *****

The following five fields are meaningful only for a Managed List. The commissions indicate percents to be given to your Broker and Manager when an internal Order is placed (your Broker ordering one of your Managed Lists). They have the same meaning as the related fields in the "Commission/Fees Section" ..

- **Brokerage Commission %.**
- **Management Commission %-**
- **Management Exchange Fee**
- **Management Commission on Selections %**
- **Management Commission on Selections \$**

***** OWNER CHANGE INFORMATION *****

The following two fields are used to track the prior owner of the list for accounting purposes. Since BOOMS uses the OWNER CODE as the ACCOUNT CODE for Accounts Payable, if the Owner (Manager) for a list changes, it is important that the prior code and the effective date of the change be recorded.

- **Prior Owner Code** - the owner code (from the Promotion File) of the prior Owner (Manager) of the List.
- **Date of Change** - the date that the new Owner (Manager) took control of the management of the list.

***** SERVICE BUREAU OPTIONS ***** (maintained from the List Service Bureau Options screen)

- **List Maintained at** - promotion file code for the service bureau where the list is maintained.
- **Paying Service Bureau Charges?** - If "Y", then the Service Bureau name is carried forward to the "Additional Invoicing Information" Screen (See Chapter 5).
- **Names thru Date** - is the last date of an actual purchase on this list. This value will be carried forward to the Post Shipping Information screen for Order-entry.
- **MagTape Charge** - is the default Magtape charge for an Order/Invoice.
- **J.N. MagTape Charge** - is the default Magtape charge to appear on the Job Notification.
- **Non-MagTape Charge (/M)** - is the default Non-Magtape charge for an Order/Invoice (this is a per thousand charge typically used for P.S. Labels).
- **J.N. Non-MagTape Charge** - is the default Non-Magtape charge to appear on the Job Notification.
- **J.N. Shipping Charges=0?** - if "Y", then shipping charges are not reported on the Job Notification.
- **Maximum Job Notification Running Charge (/M)** - for a managed List, this field will be carried forward to the Additional Invoicing screen when an Order is Invoiced. It can be used to report a different value for Running Charges for Netname of Cancelled Orders. This is typically the case when you are retaining revenue for payment

to the List Owner's Service Bureau. The field supports 3 types of entries:

“**Blank**” (default) - same Running Charges on Invoice and Job Notification

“**Zero**” (.00) - no Running Charges on Job Notification

“**Non-zero**” - different Running Charges on Invoice and Job Notification. However, the Running Charges on the Job Notification will never be more than the Running Charges on the Invoice. .

***** DATE TRACKING INFORMATION *****

- **Add Date** - date that the entry was Added to the List File.
- **Update Date** - date that the entry was last Updated (If “Blank”, the entry has never been Updated).
- **Last Used Date** - date that the entry was last used by Orders Processing (If “Blank”, it has never been used).

List Status Flags

The “List Status Line” (the line above “Basic List Information”) can show the following status indicators for the entry being displayed:

- **ListTYPE** - indicates the type of List that is defined as follows:
 - LIST** List
 - PIP** Package-Insert-Program
 - CDEK** Card Deck (can be subtype of “**BLIN**” (Blow-in) or “**BIIN**” (Bind-in))
 - DBAS** List Database
- **NoDataCard** - indicates that the List does not have a matching DataCard definition
- **NOTES** - information for the List exists on the “notepad”
- **Held** - indicates that the List is being “Held”. It cannot be used when Adding an Order during Order Entry.
- **DEFERRED** - the List is flagged for deferred delete.

List File Maintenance

List File Maintenance is selected by Function, “List File”, Sub-Function, “Maintenance” (“L1”) from the Main Selection Menu. Selecting this Option results in:

- Replacing of the current screen by the List File Maintenance screen (Figure 7.1)
- The disappearance of the cursor
- Status message:

Press a Function Key to Continue

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

- **F3** - Add a new List File entry
- **Shift-F3** - Add-NoClear a new List File entry
- **F4** - Delete a List File entry
- **Shift-F4** - Hold a List File entry
- **F5** - Update a List File entry
- **Shift-F5** - Update List Database Allocation
- **Ctrl-F5** - Update List Service Bureau options
- **Alt-F6** - Notepad Facility
- **F7** - Display a List File entry
- **Shift-F7** - Display next entry (same as PgDn)
- **Ctrl-F7** - Display previous entry (same as PgUp)

- **F8 - List Type Cycle**

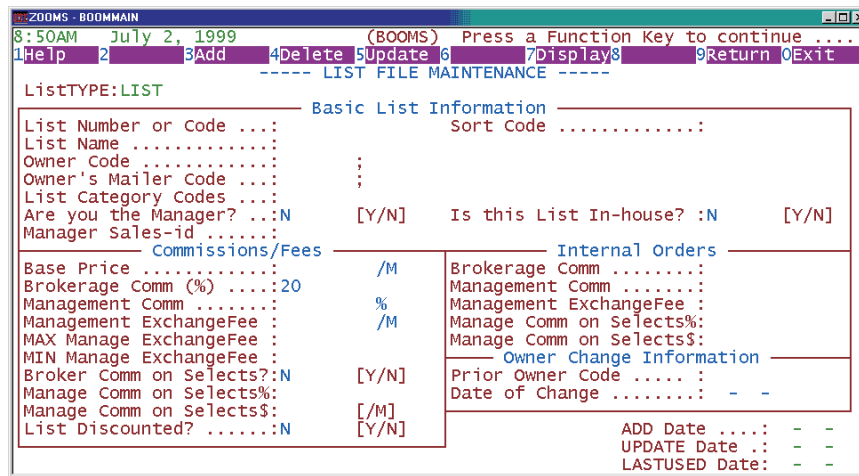


Figure 7.1. List File Maintenance Screen.

Add a List (F3, Shift-F3)

To Add a record to the List File 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 (List Number)

Input fields are then filled in the same manner as all data entry screens. After the last input field is entered, the record is Added to the List File if:

- The List Number is not greater than 65535 and
- The List Number is not identical to a record already on the file.

Successful addition of a record to the List File results in:

- STATUS message:
ADDED
- The automatic update of the "ADD Date" output field (with the Current Date)

On some occasions, it may be desirable to Add a series of records to the List File 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 (the "List Number" must be changed or you'll get a "DUPLICATE RECORD" error message).

Figure 7.2 is an example of a List File Maintenance Screen after a record has been Added to the file.

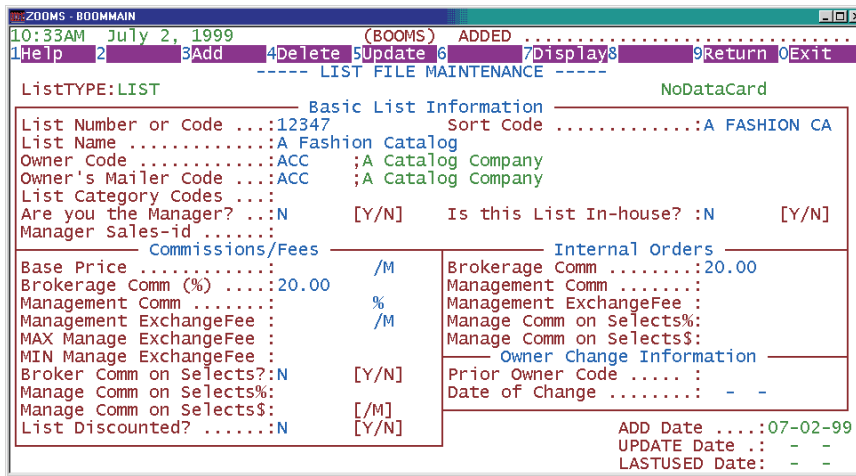


Figure 7.2. List File Maintenance Screen (after Add)

Delete a List (F4)

Selecting option “Delete” (F4) when a List File record is being displayed, results in the record being removed from the List File, a BEEP of the PC Speaker (as a warning that you have Deleted a record), and the STATUS message:

DELETED

Because entries on the List File are critical to the proper operation of BOOMS, it is recommended that a limited number of people be allowed to deleted them. A global option allows these delete requests to be deferred. That is, when “DELETE” is requested, the entry is not physically deleted. Instead, it is put on HOLD and marked for “DEFERRED DELETE”. The actual delete is done from the “FILES UTILITIES” screen (See Chapter 20).

Hold a List Toggle (Shift-F4)

A List that is currently being displayed can be put on “Hold” (F4) and “Released” (F4). The option “Hold” acts as a toggle to alternately “Hold” and “Release a List. If an List is currently on “Hold”, the visual “Held” appears on the List Status Line. A Held List cannot be used when Adding an Order (you will receive a “VALUE FOR FIELD IS INVALID” ERROR MESSAGE IF YOU TRY TO USE IT).

Update a List (F5)

Selecting option “Update” (F5) when a List File record is being displayed, results in:

- STATUS message
UPDATE Request
- The positioning of the cursor at the first input field ELIGIBLE for UPDATE (Sort Code)

Fields are entered just as if they were being Added to the file. A successful UPDATE results in:

- STATUS message:
UPDATED
- An automatic update of the “UPDATE Date” output field (with the Current Date)

Update List Database Allocation (Shift-F5)

Selecting option "UpdDBAS" (Shift-F5) when a list Database entry is being displayed results in the List maintenance Screen being replaced by the "DataBase Ownership Allocation" Screen. From this screen you can assign a percent of the ownership of the database to up to 3 different List owners. This information will be carried forward to Invoicing and Accounts Payable.

Figure 7.3 shows a List that has been allocated among 3 List Owners.

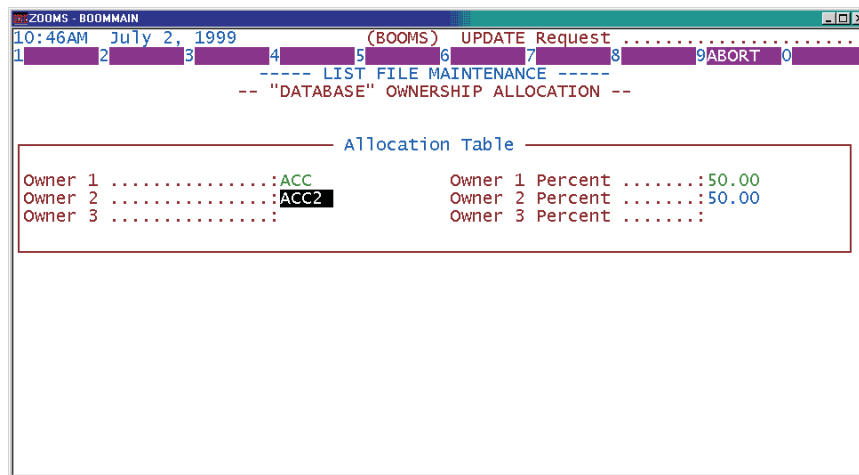


Figure 7.3. List "Database" Ownership Allocation Screen

Update List Service Bureau Options (Ctrl-F5)

Selecting option "UpdSBO" (Ctrl-F5) results in the List maintenance Screen being replaced by the "Service Bureau Options" Screen which contains default values for various charges related to the List's Service Bureau. Figure 7.4 shows a sample screen.

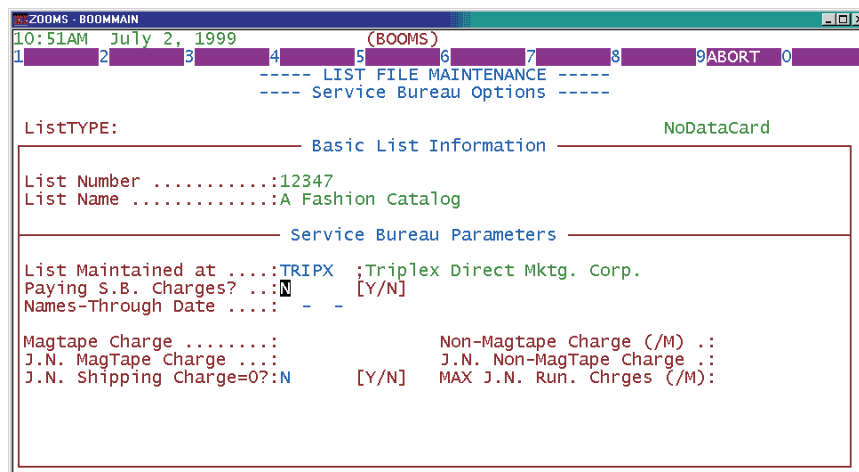


Figure 7.4. List "Service Bureau" Options Screen.

Display a List (F7, Shift-F7, Ctrl-F7)

The selection of option "Display" (F7) results in:

- STATUS message
DISPLAY Request
- The positioning of the cursor at the first, and only, input field (List Number or Code)

The record will be Displayed after you fill in field "List Number or Code". This field accepts 2 types of information: the List Number or the 12-character Sort Code. If a number is entered, it must match a list number on the file. If a Sort Code is entered, the first List whose Sort Code matches the Code entered is displayed. If no Code matches, the one next in alphabetical sequence will be displayed. If a list can be successfully retrieved from the List File, you will receive STATUS message:

DISPLAYED

Once a record has been displayed, the following record can be displayed by pressing **Shift-F7** (Display Next) or **PgDn**. Also, the prior record can be displayed by pressing **Ctrl-F7** (Display Previous) or **PgUp**. In either case, if the first record being displayed was obtained by a "Sort Code" search, the records will be displayed in Sort Code sequence. Otherwise, the records will be displayed in List Number sequence.

Notepad Facility (Alt-F6)

Selecting option "NOTEPAD" (Alt-F6) when a List record is being displayed, results in the displaying of the "NOTEPAD" screen. From this screen, you can enter up to 15 lines of 74-column informational text for the List entry (See Chapter 4 for a discussion of the Notepad Facility).

List Type Cycle (Shift-F8)

Selecting option "ListTYP" (Shift-F8) will cycle the displayed entry through the four type: "LIST", "PIP", "CDEK", and "DBAS" (You will now be prompted with "Are You Sure (F2/F4)?" to verify the change). The current status is displayed on the List Status Line. The different types affect various reports and wording on Orders and Invoices. In addition, the type must be "DBAS" in order to use function "Update List Database" (Shift-F5). You will now be prompted with "Are You Sure (F2/F4)?" to verify the change.

CardDeck Subtype Cycle (Alt-F8)

Selecting option "CdekTYP" (Alt-F8) will cycle the displayed entry through the two types: "BLIN" and "BIIN". The current status is displayed on the List Status Line beside "CDEK". The different types affect the wording on Orders and Invoices.

Promotion File Maintenance (Ctrl-F4)

The Promotion File Maintenance screen can be displayed directly from List File Maintenance by selecting option "Promos" (Ctrl-F4). If a List is currently being displayed, then this function will display the List Owner.

DataCard Entry/Edit (Ctrl-F8)

The DataCard Entry/Edit screen can be displayed directly for List File Maintenance by selection option "DataCard" (Ctrl-F8). If a List is currently being displayed, then this function will display the related DataCard.

List File Printout

A listing (Printout) of the List File can be obtained by selecting Function "List File", Sub-function "Report" ("L2") from the Main Selection Menu. Selection of this Option results in:

- Overlaying of the Main Selection Menu with the List File Report Window (Figure 7.5)
- The positioning of the cursor at the first input field ("Sort Type")

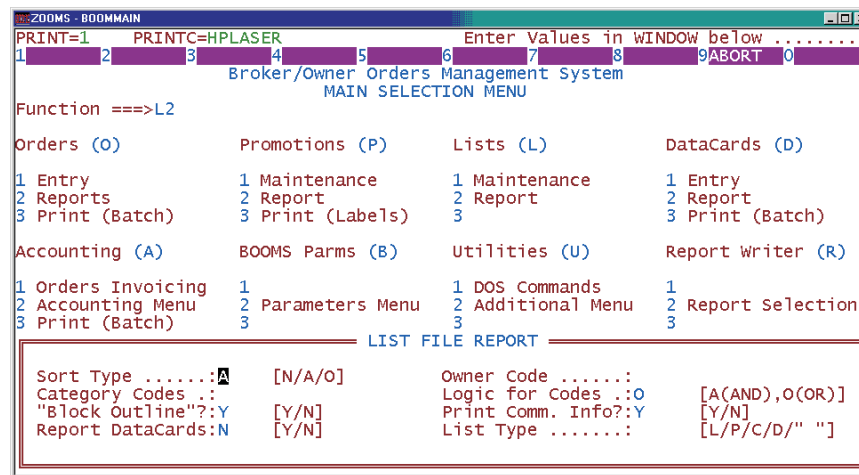


Figure 7.5. List File Report Window

Valid values for this Window are:

- **Sort Type** - "N" (List Number sort), "A" (Sort Code sort), or "O" (Owner Code sort).
- **Owner Code** - 5-character List Owner Code. If entered, only those Lists that are Owned or Managed by this Owner are reported. You can enter your company code to get a list of your managed lists. If no code is entered, all Lists are printed (subject to "Category Codes" and "Logic for Codes").
- **Category Codes** - series of 2-character codes (max 10 codes) that indicate which Lists are to be printed (subject to following Logic for Codes).
- **Logic for Codes** - indicates ("O") that if any category code specified above matches a category code in the corresponding List record, then the record should be printed or indicates ("A") that all category codes specified above must be contained in the corresponding List record for the record to be printed.
- **Block Graphics?** - "Yes"(default) results in the report having a more spreadsheet-like look.
- **Report DataCards** - enter "Y" if you want the report to indicate if a DataCard exists for a List. Reporting of DataCards causes BOOMS to take longer to produce the listing.
- **Print Commission Information** - enter "Y" (the default) if you want List Commission Information to print.
- **List Type** is:
 - L = report only List entries
 - P = report only PIP entries
 - C = report only CardDeck entries
 - D = report only List Database entries
 - "blank" = report ALL entry types

Figure 7.6 is the sample partial printout of the List File.

January 20, 1989 12:20PM TLC Associates		Broker/Owner Orders Management System LIST FILE LISTING (SORTED BY LIST NAME)					PAGE 001			
LAST USE DATE	LIST NAME	LIST NUMBER	CATEGORY CODES	OWNER CODE	OWNER NAME	BROKER COMM %	MANAGE COMM %	MXCHNG FEE	DATA CARD	
12-20-88	A B Lambdin	21270	F2D3	MOKRY	Mokrynski	10.00			YES	
12-15-88	A M C Cancer Res.	51708	M4C3D3G2W1	AZLIS	A Z Lists	20.00				
- -	A M MARKETING	52262	T3G4CCP1J1	PRESC	Prescott List	20.00			YES	
12-11-88	Abbeon Cal Direct	00040	D3M4B5	DIRME	Direct Media	20.00			YES	
09-05-88	Abbey Press	00050	C1D3G3R1W1G6A4	MILLA	Steve Millard	20.00			YES	
12-20-88	Adam York Merch	51360	G4D3W1CCG7	ABC	ABC Company	20.00				

Figure 7.6. Sample List File Printout