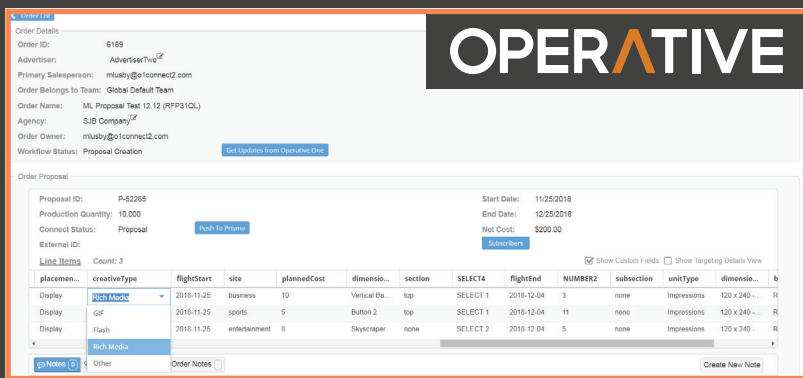




SUPPLY SIDE INTEGRATION MADE EASY

With the Operative.One/Prisma integration, buyers and sellers will be able to transact digital deals electronically for the first time ever, streamlining the RFP negotiation process for both sides of the transaction.



OPERATIVE

Order Details
 Order ID: 6189
 Advertiser: AdvertiserTwo
 Primary Salesperson: miusby@o1connect2.com
 Order Belongs to Team: Global Default Team
 Order Name: M. Proposal Test 12.12 (RFP31CL)
 Agency: SJB Company
 Order Owner: miusby@o1connect2.com
 Workflow Status: Proposal Creation

Order Proposal

Proposal ID: P-83265
 Production Quantity: 10,000
 Connect Status: Proposal
 External ID:
 Start Date: 11/25/2018
 End Date: 12/25/2018
 Net Cost: \$200.00

placement...	creativeType	flightstart	site	plannedCost	dimensio...	section	SELECT4	flighted	NUMBER2	subsectio	unitType	dimensio...	b
Display	Rich Media	2018-11-25	business	10	Vertical Dis...	top	SELECT 1	2018-12-04	3	none	Impressions	120 x 240 ...	R
Display	Gif	2018-11-25	sports	5	Button 2	top	SELECT 1	2018-12-04	11	none	Impressions	120 x 240 ...	R
Display	Flash	2018-11-25	entertainment	8	Skyscraper	none	SELECT 2	2018-12-04	5	none	Impressions	120 x 240 ...	R

RFP Media Plan
 ↔
 Insertion Orders



BENEFITS AND ADDED VALUE:

- With the click of a button, publishers can send their RFP Media Plan responses directly into Prisma and be **first in the queue for agency review**
- Agencies and Publishers can negotiate RFP responses by sending line-item updates via the software, keeping a comprehensive audit trail of the negotiation
- Custom Fields from Prisma needed by Publishers for RFP submission are now automatically synced between Prisma and Operative.One, removing margin for error from the planning process on both sides
- Communications in rounds of negotiation are now consolidated into a single view, ensuring that no changes get missed and reducing the number of revisions required
- Creation of Insertion Order following the RFP process is now automatic via the EDI, ensuring accuracy that will improve all downstream processing, including trafficking and billing