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## **The New Traffic System**

AQUIRA is a powerful and highly flexible Traffic system designed for local and national sized radio businesses. With its modern user interface AQUIRA provides real time access to sales and inventory data, and a vast range of scheduling, billing, and reporting options. AQUIRA helps you manage clients, prospects and sales team call activity. AQUIRA is the innovative solution to all your traffic needs.

## **Multiple Station Capability**

AQUIRA's scalable platform supports single station to multi-station or multi-location broadcast groups centrally in the one system. The highly secure database lets you easily manage the scheduling and billing of advertising orders across multiple stations via one central location. Contracts are handled seamlessly from order entry through to single or multi-invoice billing.

## **Log Management**

AQUIRA is easy to use - you can open multiple logs at the same time and drag and drop spots from one day to the other. You can key in a weekly or monthly spot line for each contract. With multiple stations having their own accessibility to one database, you can move from one window to another without the fear of losing your work.

## **Control of Sales**

AQUIRA gives your sales staff the information they need without interrupting your traffic people, back at the station. Flexible Rate Cards allow you to cope with variation due to demand and seasonality. Up-to-the-minute avails empower sales staff to sell. Sales staff can add client proposals directly into the system and submit them for approval. Credit controllers can access real time data when they need it, making approvals come faster. Agencies can book spots on hundreds of stations seamlessly. The interaction between management, traffic, and sales comes together with AQUIRA.

## **Superior Reporting**

AQUIRA provides the most powerful real time reporting you can find. Account and Contract management, invoicing, spot analysis, avails, and sales - a myriad of useful reports that provide immediate information for informed decisions. Create your own custom reports by adding attributes with user definable fields. The options are endless.

AQUIRA is the complete, management-oriented traffic system designed to keep pace with the rapidly changing and competitive world of radio.



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## Features

### Scalable platform

- Manage single stations to multi-station or multi-location broadcast groups, using a centralized Traffic and Sales systems.

### Secure access

- Define which roles can access different parts of the software.
- Allows your reps to safely login to the database using Windows authentication.

### Report writer

- Create reports from scratch.
- Use one of the many system reports.
- Modify a system report and save it as your own.

### Flexible Logs

- Drag and drop spots.
- View multiple stations and/or days at any time.

### Customizable Attributes

- Add the fields that you want in the application.
- Customize important data you need for reporting.

### Contract Entry

- Key in weekly or monthly spot lines.

### Managing Media

- Attach any number of stations to one piece of media on one line.
- Create and manage scripts within the same application.

### Accounting

- Generate a single invoice or multiple invoices, and Statements at the click of a button.
- Maintain account information for transactions, payments, invoices and journals.

### Day Parts (Time ranges)

- Define different time ranges for different stations down to a granularity of 5 minutes.



### Flexible Rate Cards

- Cater for different rate variations due to demand and seasonality.

### Localization

- Aquira supports multiple language translations.

### Technical Requirements

#### Server

- O/S: Windows Server 2008, Windows Server 2008(R2) or Windows Server 2003 is required for optimal multi-user performance. 64bit Operating Systems are only 95% compliant. Please contact RCS NZ for advice first.
- IIS: must be added as a Windows component if you plan to use OneClick deployment over the internet.
- ASP.Net: version 3.5 Service Pack 1 is required
- SQL: SQL Server 2008 or SQL Server 2008 Express. SQL Server must have the SQL Server 2008 Management Objects installed and sqlxml4.msi installed
- Processor: 3 GHz or faster recommended
- RAM: 4 GB or higher recommended for small sites-1 to 2 Stations with max 3 concurrent Users. 16 GB or higher recommended for larger sites -3 or more Stations with 4 or more Users.
- Disk space: 150 MB Minimum, Maximum depends on Database size  
For larger SQL Servers the following disk configuration is recommended:

Disk	Usage
2 disks in RAID 1 10K RPM minimum	Windows 2008 R2 x64 Windows Pagefile SQL System databases (including tempdb)
4+ disks in RAID 5 or 0+1 15K RPM (or a Solid-State disk for optimum performance)	SQL Data files for Aquira
2 disks in RAID 1 15K RPM	SQL Log file for the Aquira database only

- .NET Framework: 3.5 Service Pack 1

NOTE: SMTP is required for Aquira if you wish to use Email Notifications.



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## Workstation

- O/S: Windows 2000 Pro (Service Pack 4 or higher), XP Pro (Service Pack 2 or higher), Windows Vista (excluding Windows Vista Home Basic) or Windows 7 Ultimate or Professional (excluding Windows 7 Home Premium). 32bit Operating Systems are fully supported. 64bit Operating Systems are only 95% compliant on Client workstations. Please contact RCS NZ for advice first.
- Microsoft Office 2007 or 2010 for Copywriting
- Processor: 2 GHz or faster recommended
- RAM: 2 GB or higher recommended
- Disk space: 70MB minimum disk space required for workstation application installation
- Connectivity: Each workstation must have access to the Aquira Server via your internal network or via a vpn connection. Terminal Server is not recommended.
- .NET Framework: 3.5 Service Pack 1
- Adobe Acrobat Reader

## Stand-Alone

- Standalone workstation minimum requirements are the same as the Client Workstation requirements mentioned above. This configuration is an option only for very small sites (1 to 2 Stations with max 2 concurrent users).

## Network

- A Windows Domain configuration is recommended over a Windows Workgroup. Please contact RCS NZ if you are using Windows Workgroups.

These are minimum requirements, so feel free to exceed them. Get as much power and free space as you can. For Internet connectivity and servers, RCS supports a Microsoft network using TCP/IP using a brand name, server quality computer.