

Client Success Story



CLIENT

EOMN - Equity Office Media Network

CORPORATE PROFILE

Headquarters

Chicago, Illinois

Type of Business

EOMN is an innovative advertising and marketing network designed to help its client reach and influence the premier business-to-business audience that works inside and around Equity Office Properties Trust office buildings.

Number of Markets

6 - New York, Los Angeles, Chicago, Boston, San Francisco, Washington DC

Media Types

600 Faces - marquee display, marquee plus display, diorama, wallscape spectacular, station domination
400 Faces - event venues

Number of Employees

10

SYSTEM PROFILE

Computer System

IBM PC compatible
SQL Server - client based
Remote access capability

Charting Pro Modules in Operation

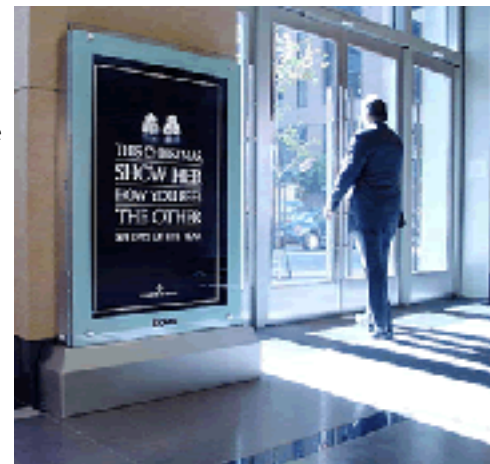
Inventory Management
Financial
Advanced Mapping
Multimedia

Premier B2B Audience: Influencing Business Decision Makers Where They Get Down To Business

Equity Office Properties Trust, a Fortune 500 company and the largest public owner of commercial office space with 750 buildings nationwide, was presented with an opportunity to capitalize on its space. During the summer of 2002, the creative initiative to reach business decision makers in their workplace lobbies was put to action and Equity Office Media Network, EOMN, was born.

They call it OMNi Marketing, an integrated package of advertising and event marketing products that enables clients to influence EOMN's business decision-making audience with awareness, interest and action. The unique place-based media includes:

- Marquee displays
- Marquee plus displays
- Dioramas
- Wallscape spectaculars
- Station domination
- Interactive events



Delivering the Right Audience

EOMN offers some of the best building locations, complete with appealing demographics: highly educated, gender-balanced decision makers with household incomes over \$100,000. Marrying the two to deliver effective and successful advertising buys was a challenge. How would EOMN deliver targeted campaigns that maximized tenant experience without distracting from its core business?

"When EOMN was started, we were able to develop this project from scratch. The idea was new, definitely different, and the opportunities limitless," says Todd Lightfoot, General Manager. "How we were going to maintain our growing inventory, track the numerous tenants, and deliver targeted campaigns was a different story. The MISA organization presented their product as a one-stop solution to our needs. Their team was very responsive, flexible, and provided the level of service that sold the group."

CHALLENGE

Maintain growing inventory, track the numerous tenants, and deliver targeted campaigns.

SOLUTION

Charting Pro.




GOALS

Maximize real estate presence. Maximize tenant experience without distracting from its core business.



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 Todd Lightfoot
 General Manager
 EOMN

Implementing Charting Pro



Charting Pro's (CPRO) Inventory Management is now used to manage and track over 3,500 tenants in the 200 buildings that EOMN utilizes to deliver innovative advertising campaigns. By maintaining accurate tenant information (name, corresponding NAICS code, etc.), EOMN market schedulers can provide qualified audiences for their clients, avoid possible conflicts, and deliver highly effective campaigns. CPRO also provides the means to deliver Proof of Performance to clients, complete with photographs of the actual display and its corresponding building information.

EOMN uses Charting Pro's Financial module as their primary revenue tracking system to facilitate both billing and leasing needs. Using one data set, Financial



allows them to monitor billing schedules, generate customized invoices, and produce valuable reports. They also track and generate revenue earned per face, per building. This allows for quick intercompany transactions and detailed reporting for its parent company, Equity Office. As well, the system easily allows EOMN to allocate revenue to structures to determine individual building profitability.

"We use the CPRO Multimedia module to house our library of creative. It provides the group with easy access to a visual representation of what we've got to sell," Todd explains. "We're currently working with the group at MISA to see how we can take advantage of their powerful mapping tools. Because we're a little different than traditional outdoor media, (at a city level our sites and faces are basically on top of one another) we're not able to easily produce clear maps. I'm confident with the help and support we're getting, soon we'll be able to deliver customized maps as part of our sales process."

Ready, Set, Go

EOMN started selling in May of 2003. To date, client traction has been great; they're maximizing tenant experience without distracting from their core real estate business. They've landed big client names like: Microsoft, Lexus, Nokia, De Beers, and Starbucks, and they're delivering nationwide campaigns. MISA's Charting Pro has played a significant role in providing Todd and his team with the tools they need to effectively manage, track, and sell EOMN's new and exciting media opportunities.



MISA SOFTWARE SOLUTIONS

Inventory Management, Financial, Advanced Mapping, Multimedia, Maintenance, eCharting Pro, SAMI, Proposal Generator, Outlook Task Manager

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