



OVERVIEW DOCUMENTATION

V1.0

WHAT IS SVET?

SVET stands for **Suite of Very Excellent Tools**, and as the name suggests, is a suite of tools which will improve the workflow and productivity of tasks within the MKG ecosystem. Svet also means 'light' in Russian, so that's nice.

So far, **SVET** has three distinct tools, each of which will be explained in more detail. **FARCAST** is a forecasting and reporting tool that automatically calculates accurate revenue and profit forecasts based on current and historical data. **BIPP** is a control panel for BI based tasks, helping to automate repetitive manual actions and bulk uploads. **AMPEL** is a Media Planning and Campaign Management Tool, allowing for quick and accurate creation of new, multi-source campaigns, monitoring their effectiveness, and automated billing. **AMPEL** is by far the largest of the three tools, effectively encompassing three to four tools in one.

WHO IS SVET FOR?

SVET is primarily aimed at internal departments within Adspree Media and Mediakraft. Although some features may be made available to external clients and collaborators such as billing and reporting, the tools are meant to be used internally and should therefore be protected under a security layer such as email/password logins, and in some cases, IP restrictions.

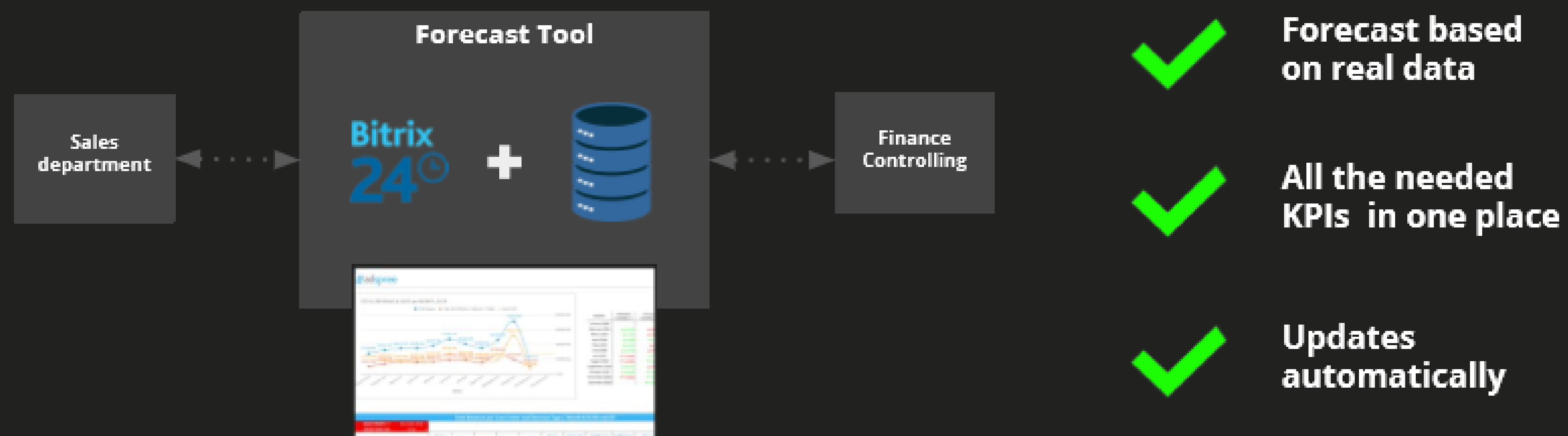
FARCAST will be used by department heads to provide guidance on monthly KPIs and track spending.

BIPP will be used by the BI team as well as account managers to control advertiser and publisher permissions and data.

AMPEL will be used by account managers to plan and execute campaigns, Influencer managers to track campaign progress as well as billing, and Department heads to send reports to clients.

FARCAST

For the purpose of being able to forecast our revenue for and take the correct actions in order to keep the cash-flow positive, we will integrate our Sales Pipeline from Bitrix with our DWH.






INFORMATION YET TO COME

Thanks to our Agency Activities we are evolving and improving our business, nevertheless we are facing some challenges, when it comes to preparing and delivering a campaign.


PROBLEMS		SOLUTIONS
Media planning takes weeks and resources.	➔	Generating a complete Media Plan in a short time.
Pricing is not precise and based on experience.		Automatically creating & adjusting Prices and KPIs.
Reporting is not standard and requirements are not always clear.		Creating Reporting useful for both internal and external users.
Internal Communication/Data Sharing is slow.		Improving communication between Media & Account Managers, transparency and flexibility.

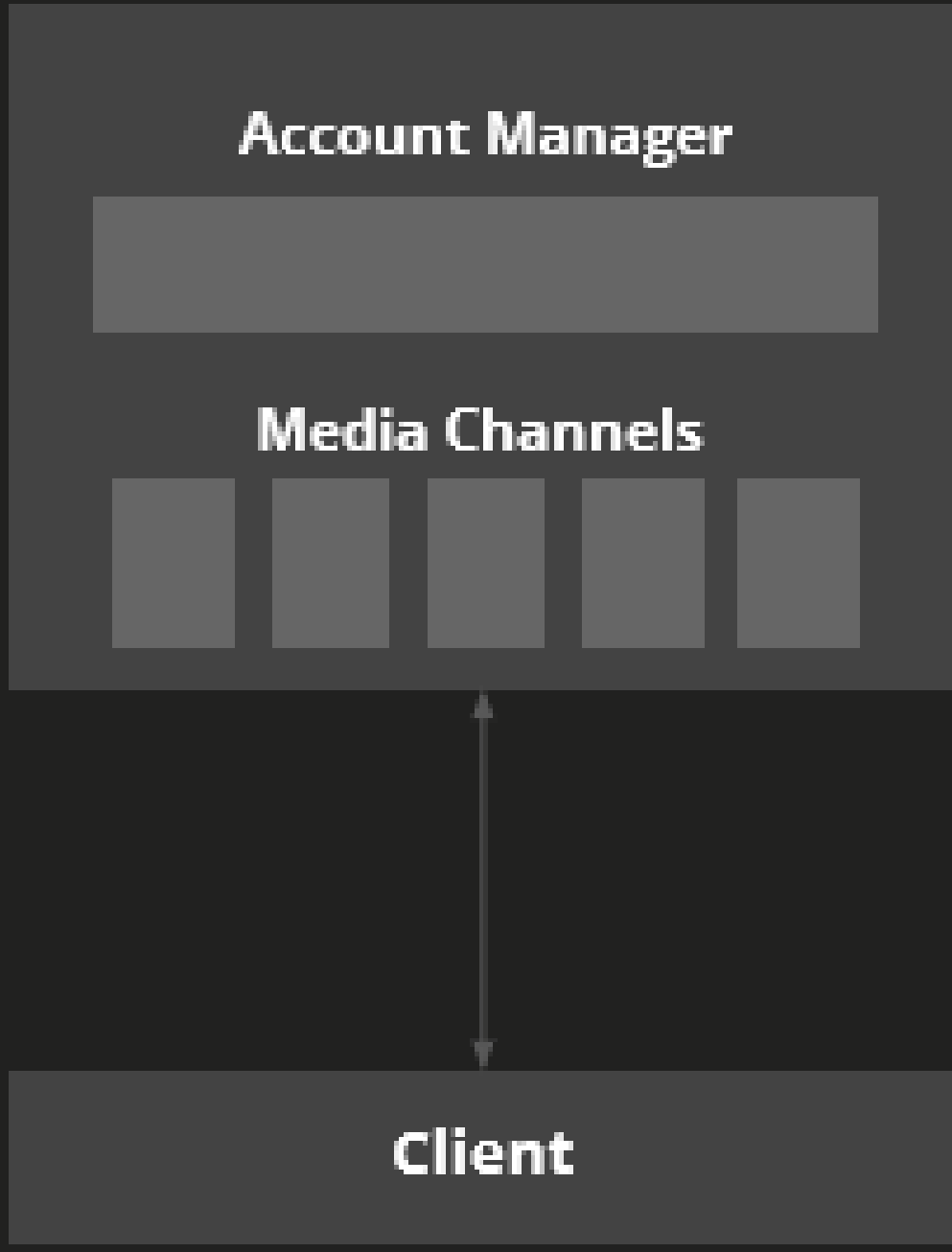
MEDIA PLANNING	REPORTING	OTHER FEATURES
<ul style="list-style-type: none"> List of all available placements we can sell directly or indirectly 3rd Party Agencies Templates Collaborative Media Planning Automatic pricing generation Automatic KPIs forecasting based on real data 	<ul style="list-style-type: none"> Raw reports exportable as file Daily email reporting Automatic Campaign Log Dashboards and charts Client access 	<ul style="list-style-type: none"> Integration with Bitrix Signing contracts directly from the tool Invoice drafting for Finance

Data Warehouse - API - Manual Upload



External Services



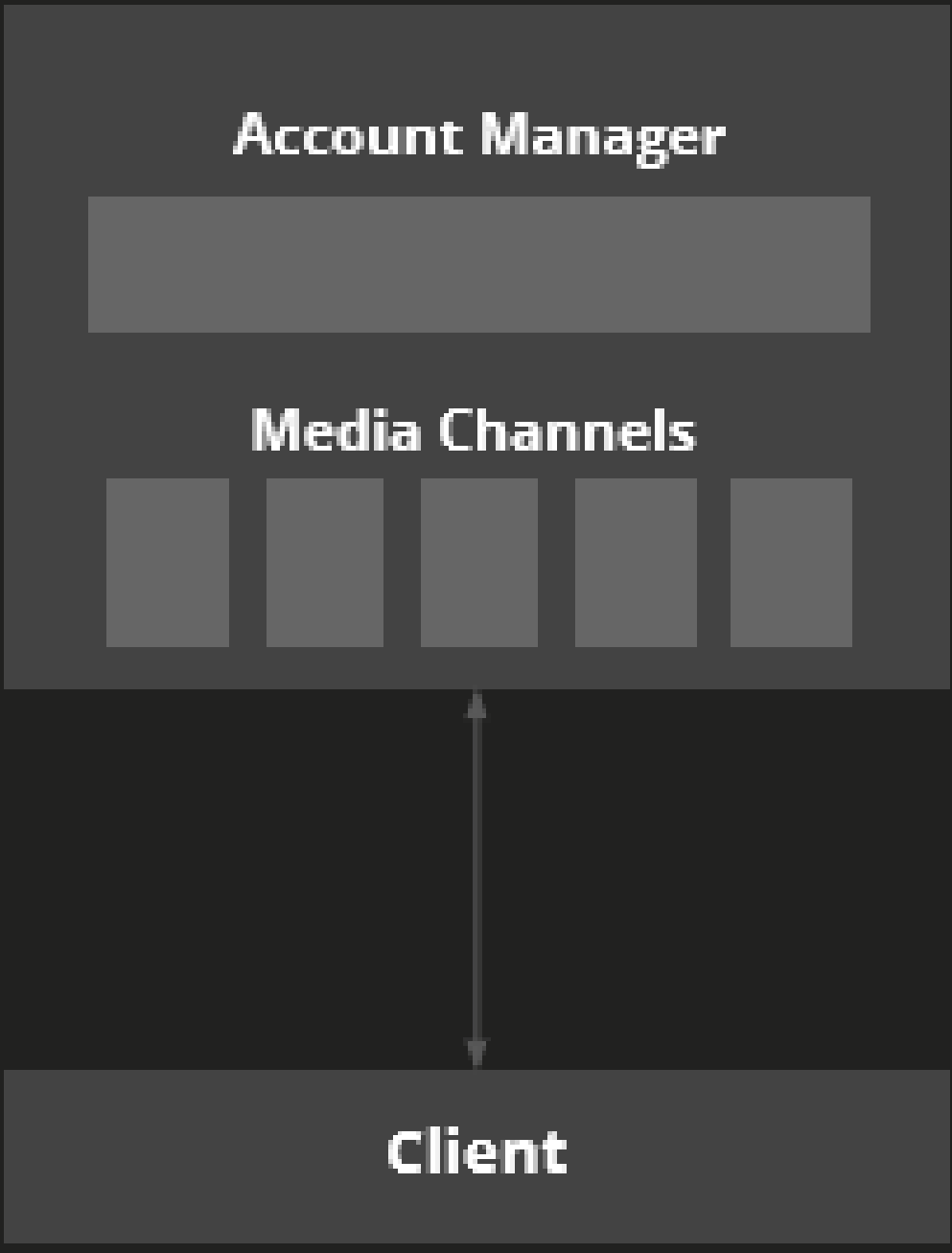
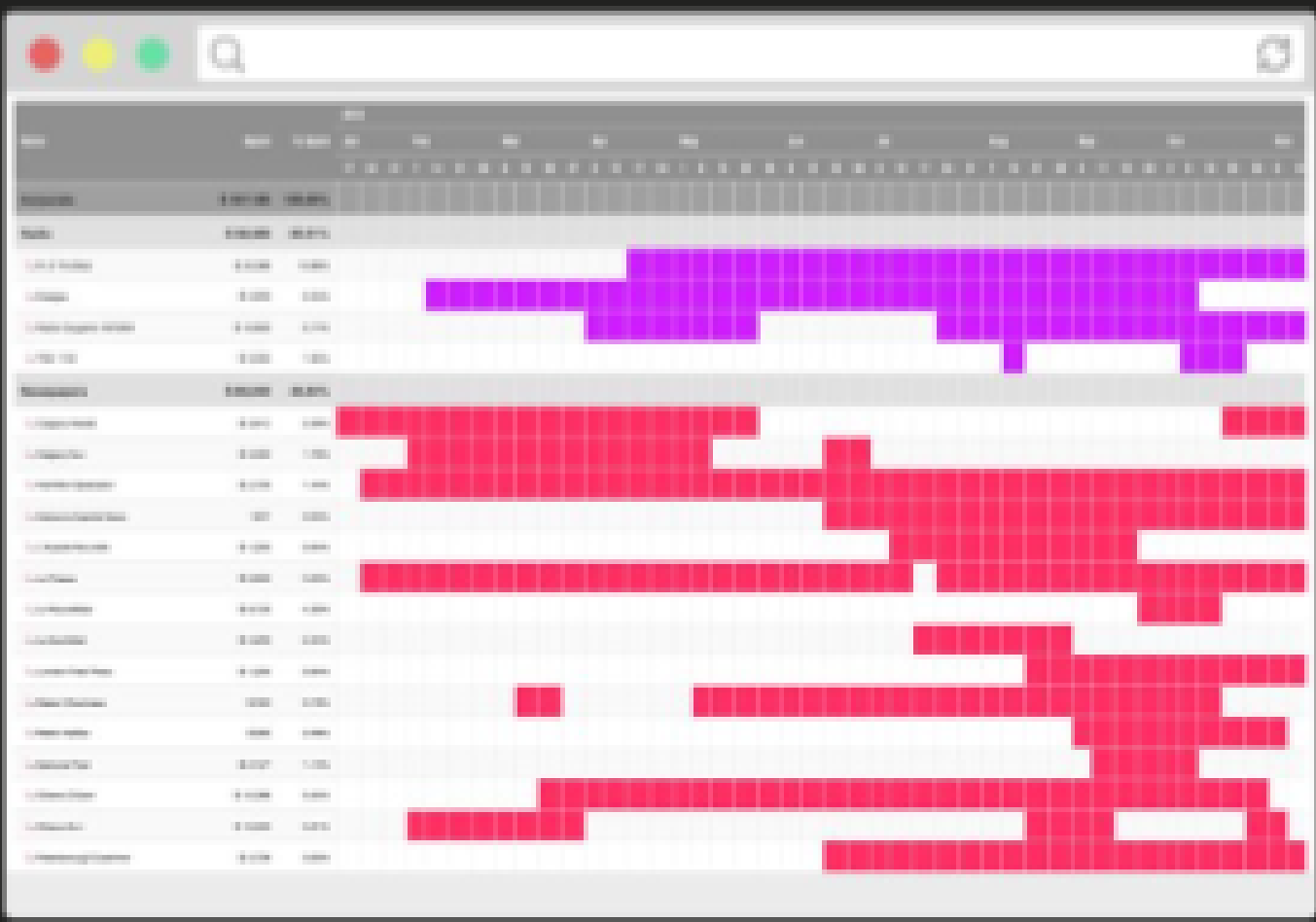


Plan with all the campaign requirements is created.

Each Media Manager fills his part of the plan according to the request with placements, prices and KPIs.

The last ones are generated from the platform based on past campaigns or data coming from media services (FB, Google...).

Media Plan can be delivered to client, who will finally approve and sign it.

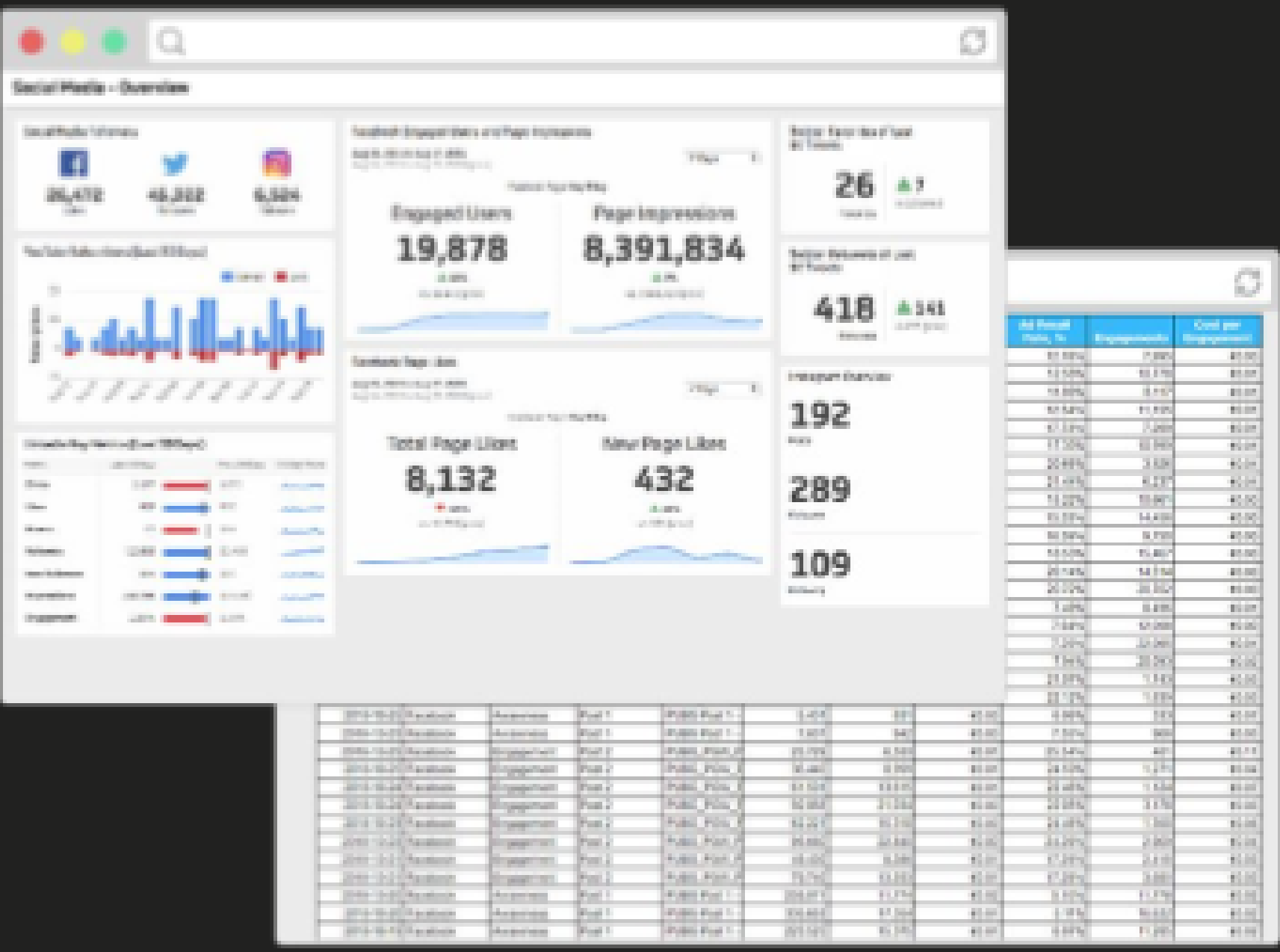


Thanks to the dashboard, raw report and campaign log the campaign is under control.

Each Media Manager can deliver and optimize the media.

Changes will be coordinated with the Account Manager and KPIs are clearly visible.

Receives daily media report and campaign log and can easily make new requests in order to optimize the campaign.



SVET TECH STACK

