



**MANAGEMENT SCIENCE ASSOCIATES, INC.**  
6565 Penn Avenue  
Pittsburgh, Pennsylvania 15206-4490  
TEL 412.362.2000 • FAX 412.363.5598

NEWS

For Release: IMMEDIATE  
Contact: Sharon Motta  
412.362.2000 ext. 1308  
[info@msa.com](mailto:info@msa.com)

### **MSA and Donovan Data Systems Partner Using EDI Coordinator™ Software to Automate Transmission of Advertising Deals**

**Pittsburgh PA** – August 18, 2009 – Management Science Associates, Inc. (MSA) has announced that a successful automated transmission of electronic cable deals and changes can now be sent via its @media® EDI Coordinator™ software to Donovan Data Systems' (DDS) electronic hub. This allows national cable networks to send deals on a regularly scheduled basis to their agency trading partners that use DDS' national media buying system. Agencies can track all changes made to the deals.

Not only can @media EDI Service Bureau's clients have this ability, but any national cable network that is running @media EDI Coordinator v4.05 software can also transmit files to the DDS hub in this manner. According to Greg Morgan, Project Lead with the @media group in MSA's Media Division, "The integration of the DDS Hub into EDI Coordinator has made sending deal changes as easy as any VAN transmission; and automating the DDS hub transmissions will greatly increase our clients' productivity and will make it easier for the cable networks that have been requested to participate in this type of trading."

"The automated sending of electronic cable deals and changes has provided efficiencies for both A&E Television Networks (AETN) and the Buyers/Agencies as it ensures both systems are always in synch," adds Sally Ann Mancuso, Director, Sales Operations at AETN.

The "hub" is essentially a mailbox that can automatically accept the deals for upload into the DDS system. MSA's @media has integrated this process into EDI Coordinator so that this transition is seamless to the users. There will be no change in the EDI process, in which the networks load, validate and transmit their deals automatically and EDI Coordinator will direct the files to the proper recipient.

"Now for the buyer it's a seamless, easy process. Original deals and changes appear directly on their desktop, achieving paperless and more efficient management of cable schedules. Whether buyers need to manage changes to the schedule weekly or even on a daily basis, they can easily confirm the agreed upon schedule with the network," says Bart Brassil, National Media Product Director at DDS.

MSA's @media will continue to work closely with DDS to bring their national cable clients up to the latest version of the software.



### **About Donovan Data Systems**

Donovan Data Systems (DDS) is the leading systems and software provider to the advertising industry. DDS offers an exceptional range of business solutions that brings operating efficiencies to our clients working in media agencies and marketing services companies.

Each day, DDS processes millions of transactions, supporting advertising agencies, media specialists, broadcasting sales companies, advertisers, PR firms and recruitment and direct response agencies around the world. DDS has been at the forefront of the advertising industry for over 40 years, with unequaled service and support, innovative technology and a long-term commitment to eBusiness.

### **About MSA**

Management Science Associates, Inc. engineers and commercializes information-based models, processes and systems for industry and government and has been a leader in the development of enterprise solutions for the media industry since the mid '80s. Since its incorporation in 1963, MSA has partnered with customers to identify areas where innovative uses of data can foster growth or drive efficiency. Combining its expertise with the tools of information management, analytics, data management, and software and systems technology, MSA develops, integrates, implements and maintains products and services in various functional and vertical domains. MSA helps customers put their data to work within processes, departments, across large and small enterprises, and throughout demand and supply chains.

With 850 professionals, MSA provides solutions for over 300 clients, including some of the largest U.S. and foreign corporations and institutions. Headquartered in Pittsburgh, MSA also has offices in New York; Chicago; Atlanta; High Point, NC; Las Vegas; Cardiff, UK; China; and Kuala Lumpur, Malaysia. More information about MSA can be found at [www.msa.com](http://www.msa.com).

###