# NEWSCOM® NEWSLINK

NEWSLINK optional add-on module allows you to connect your NEWSCOM® to a front-end business or planning system to electronically transfer the data to NEWSCOM®.

If re-keying your information into NEWSCOM® is taking too long or is too complex, press the "Import" button instead and have NEWSCOM® load the data automatically.

Import Orders

NEWSLINK utilizes clearly defined, easy to understand flat-files enabling it to work with nearly any advertising and circulation system.

## Multi-Level Imports

NEWSLINK is designed to take your data as you have it. Front-end systems that construct package combinations can pass them to NEWSCOM®. Systems that do not construct package combinations can instead send the insert area assignments and let NEWSCOM® build the package combinations.

## Import What You Have

NEWSLINK is not "all or nothing". Import what you have today and add more imports later. This lets you take advantage of data imports as soon as they are available.

NEWSLINK is available in four different versions:

- NEWSLINK
- NEWSLINK/BURT
- NEWSLINK/SAM
- NEWSLINK/OmniZone

The Burt Planning System is a product of Burt Mountain Technologies.

The SAM planning system is a product of Muller Martini Mailroom Systems.