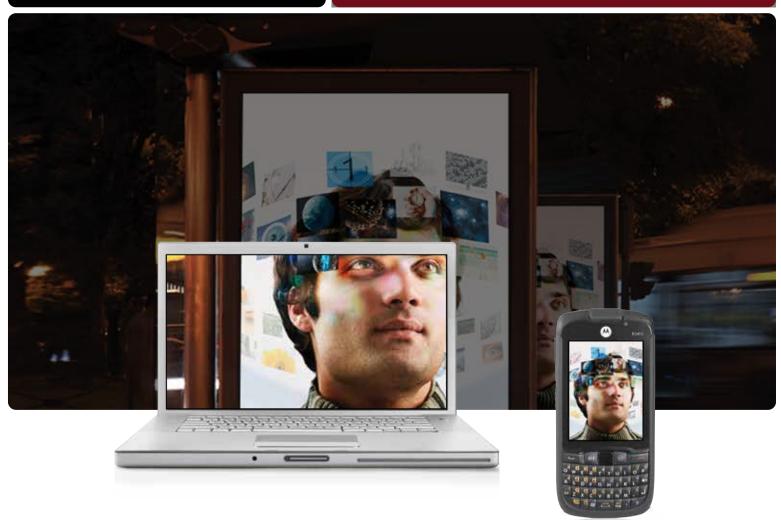# Plan IT. Deliver IT. Prove IT.

Introducing a revolutionary advancement in the delivery of Outdoor advertising campaigns - The Eyewitness™ web-based suite of products. Quite simply, Eyewitness is the most robust and accessible campaign delivery software on the market.

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THE SIROKY GROUP

Value for Your Business:

Eyewitness can help energize your brand, significantly improve operational and cost efficiencies, improve customer engagement and drive revenue.

Value for Your Client:

Eyewitness can inform and improve efficiencies and provide real-time insight into campaign roll-outs.

Eyewitness™ Web Mapping

Providing actionable and powerful market insight

Plan IT

Location, location, location. It's key to driving traffic to your website and generating new business.

Eyewitness Web Mapping is a robust, searchable mapping program that gives you and your clients powerful market insight. Users have the freedom to browse your inventory, access key information about each location (including photos), create a custom list of locations that skew to their preferred areas and generate a customized report of the results.

Powered by Google™, Eyewitness Web Mapping gives you the ability to view your entire Outdoor inventory in multiple formats. Weekly updates keep your entire inventory of locations and products current.

Powerful Planning Tool

VIEW:
Select a Map, Aerial or Hybrid view depending on your needs.

SEARCH:
Search locations by street, city, postal code or panel number.

PLOT:
Plot points of interest and specific locations

SELECT:
Select on and off the media products you want to view.

PERSONALIZED MAPS:
Personalized maps give users the ability to place pins identifying individual retail outlets or desired locations and plot a radius around each to highlight available Outdoor resources in that area.

CUSTOMIZED REPORTS:
Select the media products in proximity to your location and generate a detailed report.

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Picture Perfect Proof.

Eyewitness™ Workforce Automation

Simplifying and streamlining operations procedures

Deliver IT

Eyewitness Workforce Automation takes Campaign Delivery to a higher level, empowering you to automate your workflow and manage your workforce virtually.

Workforce Automation provides real-time access to campaign information, install requirements and up-to-the-minute installation status updates.

Workforce Automation dramatically simplifies the install process. Work schedules are sent directly to installers' hand-held devices, eliminating the need to rely on time-consuming paper orders. Photos are taken on the street at the same time as the install is recorded and sent automatically to the web server and management system. Completed posts and photos can be viewed online within seconds of completion.

Real Time Reports

Now you can:

- Track your operations progress online — anywhere, anytime.
- Proactively track potential install and delivery issues.
- Monitor individual contract installations.
- Track overall performance for a market or region.
- Create work schedules for one or multiple installers. By day, by week, by month.
- Dispatch work to hand-held devices.
- View your posts and photos online within seconds of completion.
- Generate analytical reporting for billing, payroll and market performance.

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Eyewitness™ Proof of Performance

Delivering complete visibility into every aspect of a client's campaign

Prove IT

The Eyewitness unique Proof of Performance solution delivers the picture perfect Proof of Performance that your clients are demanding. Our robust, web-based POP system provides a rich suite of proven services that will dramatically increase the efficiency and insight into your Out of Home Campaigns.

Your clients will find Eyewitness simple to use and easily personalized to suit their unique needs.

Your Clients Can:

• Watch their campaigns rollout in real time.

• Access instantaneous proof of posting through photographs and reports that list the date and time of each installation.

• Access invoices online – anywhere, any time.

• Store and share contract information.

• Quickly generate industry standard completion & POP reports, including photos of individual postings.

Peace of Mind Security

Clients access Eyewitness through a link to a secure server where all client and campaign data is protected with user-specific IDs and passwords.

"Eyewitness enables us to provide superior customer service to our clients and indicates to the industry that Pattison is an innovation leader. Internally, it's an amazing tool that we use on a daily basis."

Kathy Cormier, VP Client Services, Pattison Outdoor Advertising

"CBS Outdoor Canada launched the Siroky webmapping tool in January of 2012 as a key component of the launch of our new website. The feedback has been very positive both externally, with our agency and advertiser partners, and internally. The webmapping program is easy to use. Outdoor's power is our visual impact and geographical coverage. The webmapping tool improves our ability to visually show our locations and coverage anytime, anywhere. The webmapping tool works 24/7 for us, just like Outdoor does for our clients."

Michele Erskine, Director of Marketing

The Siroky Group.
Innovation in Integration.

Your business chooses to lead the way, not simply follow the rinse and repeat formula of others. You realize that the same old solutions are not enough to rise above and beyond in today's competitive landscape. That's where we come in.

The Siroky Group has been working with the Out of Home industry for over 25 years. With our passion for the industry and our expertise in analysis, design and implementation we specialize in delivering solutions to our clients that not only solve their problems, but also take their business to the next level in efficiencies and industry leadership.

Let's talk about your needs for today and tomorrow.

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Designed and produced by Spark Creative.