INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

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I hereby affirm that the contents of this manuscript are original. Furthermore it has neither been published elsewhere in any language fully or partly, nor is it under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

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2. **INTRODUCTION**: Manuscript must be in British English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of the every page.

3. **MANUSCRIPT TITLE**: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

4. **AUTHOR NAME(S) & AFFILIATIONS**: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.

5. **ABSTRACT**: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para.

6. **KEYWORDS**: Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.

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9. **MAIN TEXT**: The main text should be in a 8 point Calibri Font, single spaced and justified.

10. **FIGURES &TABLES**: These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.

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- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (**ed.**) for one editor, and (**ed.s**) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

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BOOKS
- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio," Ohio State University.

CONTRIBUTIONS TO BOOKS
- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS
- Garg Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES
- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES
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WEBSITE
- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 http://epw.in/user/viewabstract.jsp

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A NEW PARADIGM IN DESIGNING AN ADVERTISEMENT - AN APPLICATION OF REAL TIME DATA WAREHOUSE & DATA MINING IN PREPARATION OF AN AD COPY

DR. G. VADIVALAGAN
DIRECTOR
DHANALAKSHMI SRINIVASAN INSTITUTE OF BUSINESS MANAGEMENT
PERAMBALUR

N. SUGANTHI
LECTURER & RESEARCH SCHOLAR
MAHENDRA ENGINEERING COLLEGE
NAMAKKAL

M. RAMESHKUMAR
HEAD OF THE DEPARTMENT OF CSE
THIAGARAJAR POLYTECHNIC COLLEGE
SALEM

ABSTRACT

The purpose of the article is to address the modeling an ad copy through real-time data warehousing. In modern enterprises, the day-to-day activities information is to be stored in the database. The database with user-friendly uses we call it as data warehousing. We have taken the example of data warehouse concept is from SAP Business One application as an element of Enterprise Resource Planning software, where it acts as an internal data source by providing the external environmental solutions. Through the ERP software, we give special focus in planning the advertising strategy. At present the ad creators who are creating advertisement by using the trial & error method for collecting the product or service information with out getting updated information about the present situation. If we want to create an ad campaign, we have to make real & sensitive information in the advertising theme. So, we need to overcome these demerits with the real & updated information about the market place. By using this specific kind of database warehouse, we can provide an on-demand access to real-time information through one single system containing financial, customer relationship, manufacturing, and management control capabilities. By the way of using this user-friendly interface, it enhances the easier way to implement business management solution designed to address the needs of dynamically growing small and midsize businesses with the help of appropriate advertisement in educating the customers and to build the brand image for the new and existing product & services and also motivating the sales activity.

KEYWORDS

Real Data warehousing, Data mining, advertising strategy, ad copy, SAP Business One.

INTRODUCTION

In the last few years the storable data is getting precious by the way of decision making & Intelligence. In the customer-centric market, the data collection, storing & retrieving of information is a hectic process of all kind of business. In the modern economy, its full of with technology innovation and computerization of the business operations, it is quite common in nature and most of them are wish to minimize the operational cost and simplify the process of analyzing the different variants with in short period using database system. In organization database, data is the process of collecting, storing and retrieving the information periodically about the internal process and the market information. It provides a single, clean, consistent source of data for decision making. This process with a special kind of database is termed as data warehousing. Now-a-days, Data warehousing and data mining is the important phenomenon that suits the present marketing environment. It is a systematic and structural way of knowledge repository where provides the relevant data for preparing the extensive reporting and data analysis. The data warehousing is integrated, normalized and gives idea to the problem but not with transaction oriented, redundancy and aggregated data. It supports the extensive reporting and data analysis process on a relatively small subset of the complete warehouse, which terms "data mart". The benefit of creating the data mart is to achieve the better performance of particular area of consolidated information.

Data mining is the process of knowledge discovery of analyzing data from different prospective and summarizing it into useful information. We can call this as 'analysis tool' which eliminates massive clutter and make lean data pattern for its simplicity in understanding the data.

The data mining is extracted in the form of post-of-sale record and the data is stored in data warehousing. It facilitates the trendiest knowledge recovery and prediction of certain situation for successful business. Many of the companies are being successful in using the capture information which enhances the communication gap. Data is a perishable commodity, but in the proportion of right mean it gets the real information. The integration of data warehousing and mining in to the preparation of ad copy is a new approach.

This concept explains the new mode of creating an advertisement based on the customer opinions like customer queries and their suggestions. In this, we like to point out the linkage of designing an advertisement which is relevant to the customer feedback information.

We want to create a real and expressive advertisement, so we need to get the information about the current needs and wants and then analyze the target customers and give a solution for that problem through the advertising information with sensible data. The main usage of these data is for creating various ad copy decisions. It is to address the various dimensional problems associated with the flow and its factors. Understanding the customer emotions about product or service is an important factor for the success of advertisement and business too.

For the above said purposes, we need to find out the potential customers expectation and the different alternatives available in the company data warehouse. Through data warehousing, the customer perception about the particular item is stressed and we need to trigger out the feelings of the customer segment and get the view of an advertising Intelligence. Several customer problems with multiple views can be easily correlated using this approach. To get this, we can create a sample prototype of advertising strategy, audience measurement, message creativity, design and refinement of an advertisement. The patterns, associations or relationships among advertising data can provide resultant information. It enables strong customer focus of internal and external factors towards the advertising Intelligence which helps in clear understanding of the origins. Active data and inactive data is taking place in the data life cycle. Through which we can make a routine right offer, to the Right market, at the Right Time through a Right Channel, with the right motives of message and of right budget which serves the criteria to be the best in advertising industry. The benefit of implementing data mining in the field of advertising includes Opinion mining, Behavioral targeting, Privacy preserving data mining approaches and tracking effectiveness of advertisement campaigns

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BACKGROUND

The main theme of the study is to prepare the advertising campaign by using of real time information. By using of real time data warehousing and mining is a good opportunity of getting the hot data from the ongoing processes. Through the data mart, we can easily identify the particular area in a detailed manner of aggregated data and with denormoralized relations of data that exist in it. In past, we cannot easily identify the particular problem and provide real & hot data to the advertising messages. So, in order to overcome these kinds of problems in the forth coming days, we have to provide with the updated & attractive theme which is sizzling in the market place & it really works out in the customer decision making processes. It is mainly used to strengthen the decision making to helps management to spot out the trends, pinpoint the problems and make the intelligent decisions.

NEED OF THE STUDY

1) To collect the current information for preparing an ad copy by using data warehousing in a simplified way.
2) To analyze the information for develop the advertising strategy by using of data warehousing in the sense of data mining by using of SAP Business One.
3) To enhance the sales and to achieve the objectives of the organization both horizontal and vertically.
4) To give the suitable suggestion for betterment of creating an ad campaign.

A NEW DIMENSION OF PREPARING AN AD COPY - ENTERPRISE INFORMATION INTEGRATION SOLUTION FOR CREATING ADVERTISING:

It means that an integration of an information about the business process problems and finding the repetitive solution to the particular problem. From this we need to identify the repetitive & non-repetitive problems & solutions for solving the Marketing problems. The purpose of segregating the problem & solution is to analyze the process in a simplified manner and we can easily provide the appropriate solution to the problem in an advanced approach. Through we make the transparency in providing information from business users, Cost based optimization ensures efficiency and performance of the data storage, Low cost and faster implementation compared to physical data integration, Complement and extending of data warehouses is implemented easily and cost-effective ways. Deliver real-time access to integrated views of information across heterogeneous modules. With data mining approach, we can segregate the information which provides the information for preparing the ad copy.

DATA DRIVEN COMMUNICATION /DATABASE MARKETING:

It Helps
• Understanding customers and prospective.
• Managing customer service.
• Understanding the competition.
• Managing the sales operation.
• Managing the marketing and marketing communication campaign.
• Providing information resources to customer.

ADVERTISING CREATION

Advertising is a Professional service by providing a form of marketing communication that enforces the real effectiveness of usability of product and service in the minds of the customer. In recent, Advertising is a powerful tool for stimulating the purchasing power nationally & internationally.

For that reason, the ad creating is getting more sensitive in nature in before marketing their product & services. Advertising theme play an important role in preparing an ad in the form of short, modulated audibility, clear, capture words and sentences. The endorser is an entity which acts as a bone of an advertisement. Through which we can provide effective communication to the consumers effectively within a short time span.

CREATING AN ADVERTISING CAMPAIGN
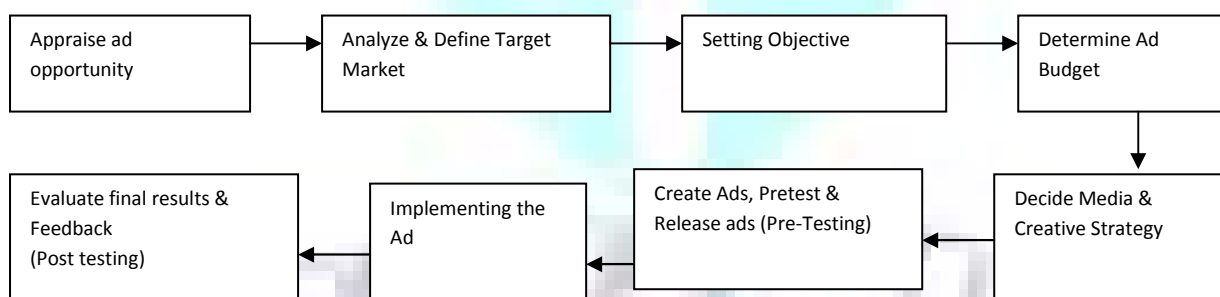
We have to get the information about an ad copy which basic problem or issue the advertising must tackle, advertising objective and communication objective, precise description of the target audience, the key benefits to communicate, creative strategy statement specifying campaign theme, appeal and execution techniques and other supportive information and requirements can also be handled.

Initially we need to identify the problem (like customer, marketer & producers standpoint) & solution (like Consumer motivations & marketer view point) area belonging to the product in planning of an ad copy creation. After identification, we need to appraise the opportunity of advertisement, in this search of information the ad has to give sufficient intensity to solve the problem. In giving information about presence of positive primary demand, meaningful & persuasive product differentiation and presence of powerful emotional buying motives is the key to create & influence the customers with strong positioning by its unique benefits. Sales & purchase analysis has to be made for setting the objective to determine the ad budget & the needs of the product & services analyzed therein.

Advertising can be very successful in communicating the hidden qualities (mental association about the product economy, reliability, roughness & etc.) to consumers in a manner that can be favorable influence to the consumers in the stage of buying decisions.

REAL-TIME DATA WAREHOUSING AND BUSINESS INTELLIGENCE SOLUTIONS

The real time data warehousing is parallel to the existing data warehousing but it is provided with other facility for updating the current information in the real time process of business data. The benefit of using this Provides real-time information to support operational business intelligence, Eliminates the need for periodic batch jobs, designed for minimal impact on source systems and platforms, Lower the risk of bulk process failures, Easy and cost-effective

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implementation. From all these benefits, we can easily provide the alternative solutions with the result of different kinds of reports by selecting of specified attributes.

REAL TIME DATA MINING
PROCESS OF DATA MINING
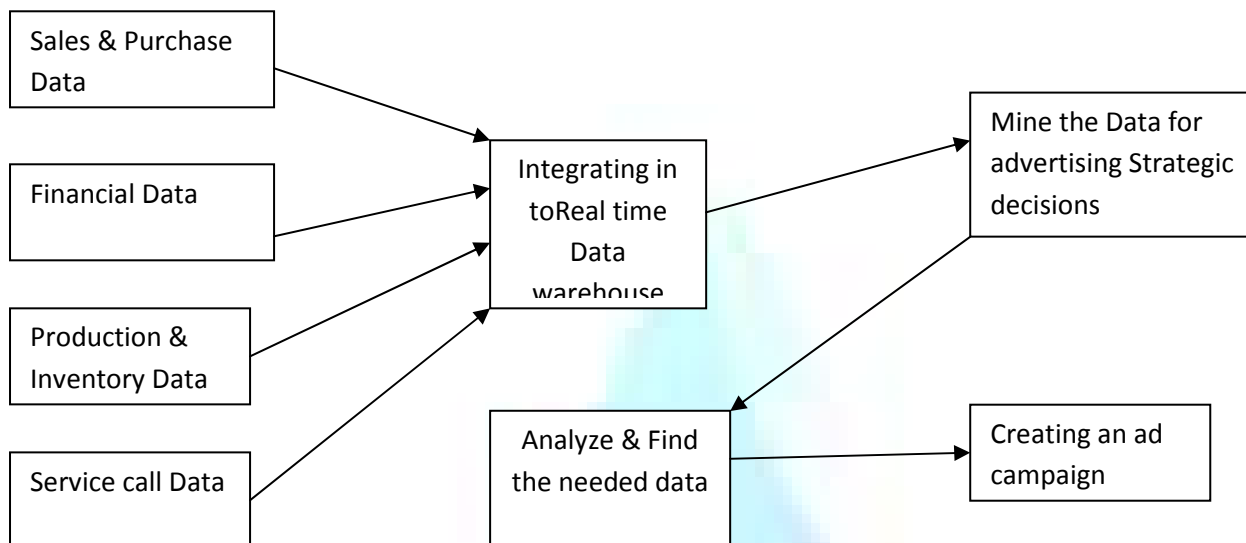
Real time data mining is alike to data mining. The data is updated frequently by using real time data warehousing. After the specification is given in the real time warehousing, the report is generated automatically. The message alert alerts the specific time which reminds at a specified interval by using of MS-Outlook. Data mining is the process of developing the segregated data in to a one single functional form based on designing the advertisement.

DATA MART
Data marts are analytical data stores designed to focus on specific business functions for a specific community within an organization. Data marts are often derived from subsets of data in a data warehouse. It is created from the union of organizational data marts. The reason for a data mart existence is to access the frequently required data in easily. It Creates a collective view by a group of users, Improves end-user response time , Ease of creation , Lower cost than implementing a full Data warehouse and Potential users are more clearly defined than in a full Data warehouse.

PLANNING OF ADVERTISING CAMPAIGN CREATION THROUGH DATA DART
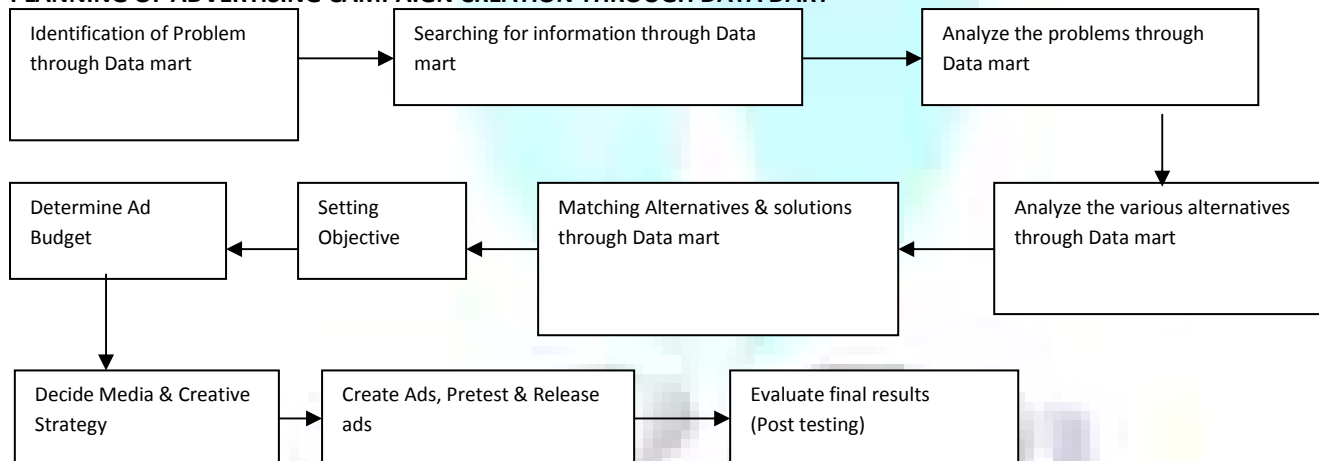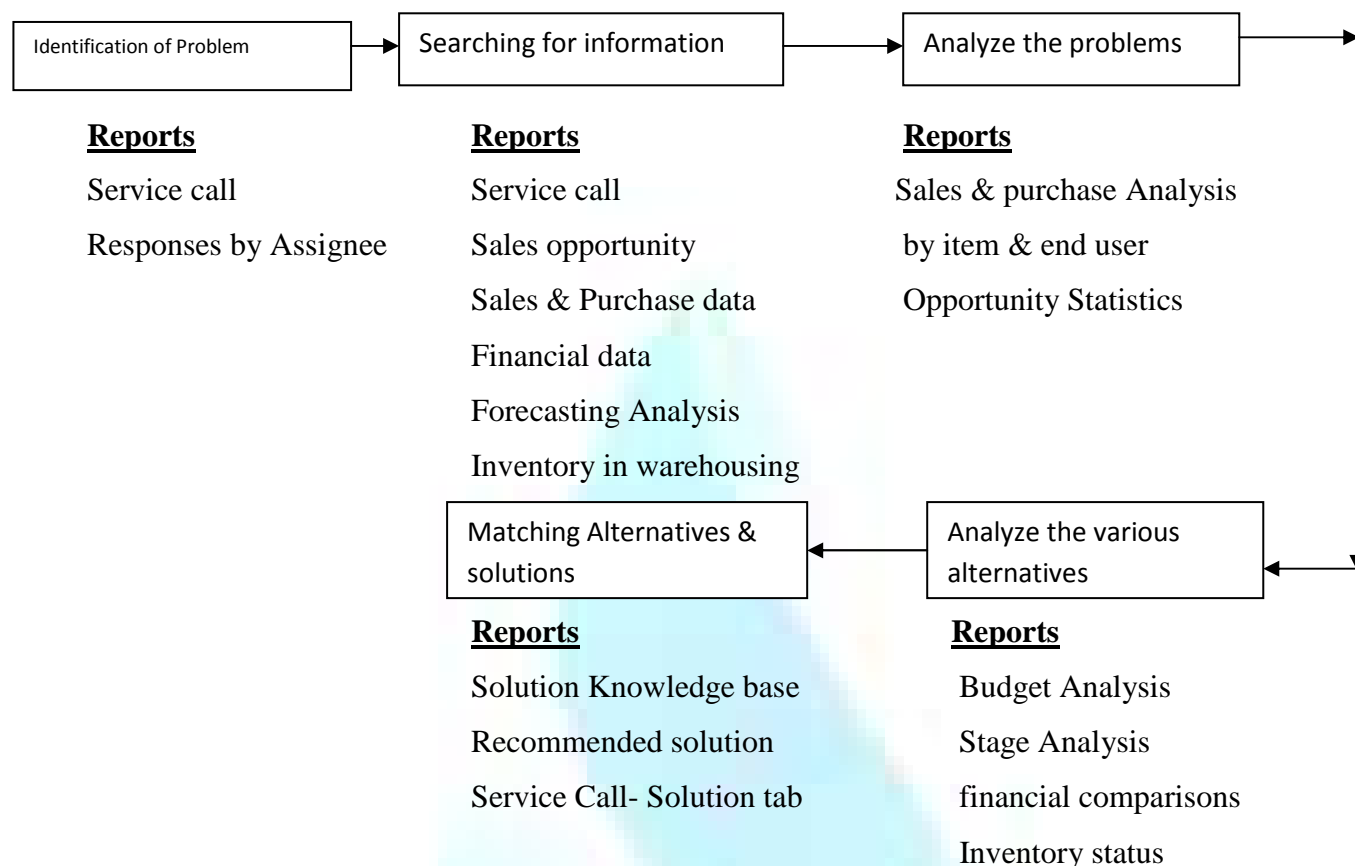
INTEGRATION OF DATA MART & CREATION OF AN AD COPY
The data mart is to get the customer information like the problem and solution about the particular product & services. This will help the advertiser/ marketing manager for creation of an advertisement campaign.

First they have to collect the data about the visually solving problems like awareness creations, usability, Identify about the product & services. The different kinds of information about the cross measures of customer feedbacks will help to make clear decision about the framing of a marketing strategy. The dependent feedback data like frequency of the purchasing, Media suitability, locality information and etc can be obtained.

From data warehouse, we can easily get the real-time information for timely decision making objectives. Through which, we can store the information of sales, purchasing, sales opportunities, inventories, forecasting, service calls, Material requirement planning, Accounting & Financial information & etc.

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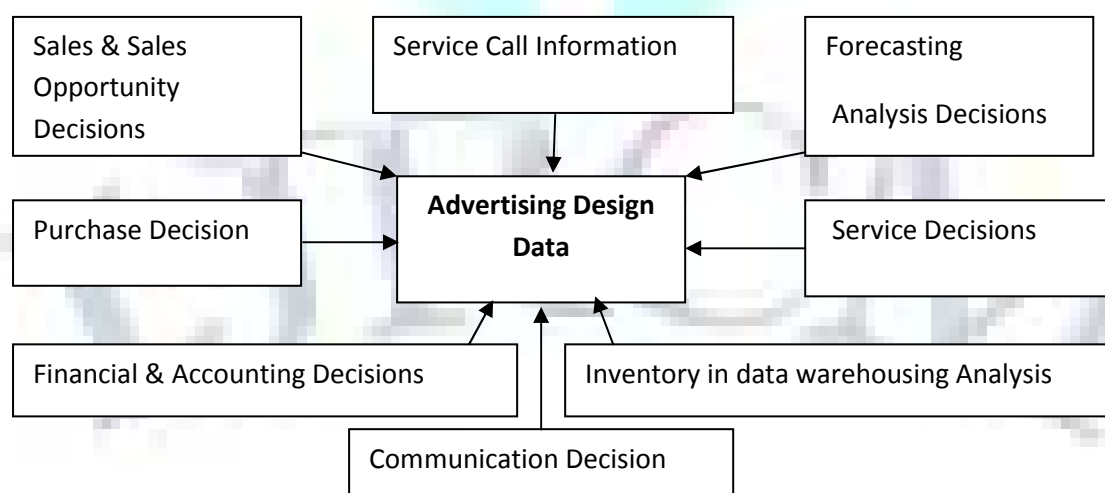
APPLICATION OF DATA WAREHOUSING IN SAP BUSINESS ONE

Identification of Problem	→	Searching for information	→	Analyze the problems	→

Reports

Service call

Responses by Assignee

Reports

Service call

Sales opportunity

Sales & Purchase data

Financial data

Forecasting Analysis

Inventory in warehousing

Reports

Sales & purchase Analysis

by item & end user

Opportunity Statistics

Matching Alternatives & solutions	←	Analyze the various alternatives

Reports

Solution Knowledge base

Recommended solution

Service Call- Solution tab

Reports

Budget Analysis

Stage Analysis

financial comparisons

Inventory status

COMPRESSING ADVERTISING DATA MART

The consolidation of SAP Business One modules information is a consolidation of information for preparing the ad copy that is to be satisfaction to the customer and the company needs & wants.

Through enterprise data warehouse, we can easily integrate the different data mart information like, problems and solutions information. In the way of getting the information in the term of Enterprise information Management, specializes in finding optimal solution for supporting the process of preparing an ad copy for segregating the needful information.

Sales & Sales Opportunity Decisions	Service Call Information	Forecasting Analysis Decisions
Purchase Decision	**Advertising Design Data**	Service Decisions
Financial & Accounting Decisions		Inventory in data warehousing Analysis
	Communication Decision	

CHECK LIST FOR CREATING AN AD CAMPAIGN

• How much money allocating for creation of ad towards attracting a new customer by means of creating awareness?

• Do you keep contact with respondents?

• By using various media of what resource you want to capture the customers?

• Do you regularly test the various media schedule and the different uses of media across countries?

• Do you identify what proportion of your sales comes from what proportion of your customer?

• Can you determine the segmentation of your customer?

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- Can you quickly and inexpensively identify the actual customers for any research purposes?
- How much Advertising money to spend for differentiating the competitor product & service for existing customer by means of justifying the purchase/ profitable decision?

ADVERTISING MIX
- Message-what key idea/ information we want to convey?
- Media- how do we reach our audience? Which one to choose?
- Money-how much to allocate?
- Measurement- how do we measure the result of advertising?
- Motive- what is the reason for the customer to buy the product? why do they buy?
- Merchandise- What product/Service benefits we need to sell?
- Market-who are the people, whom we want to reach? Or who buys?

FUNCTIONS OF SAP BUSINESS ONE
- Real-time inventory position lets the enterprise make better decisions
- Multi-bin inventory allows the warehouse to optimize stock movement
- Batch and serial traceability let companies granularly manage their inventory
- Bar code enabled processes enforce accuracy, resulting in increased customer satisfaction and reduced error handling costs.
- Hard allocation reserves product from specific bin locations, ensuring that the right product goes to the right customer.
- Flexible allocation lets the warehouse reserve stock by FIFO, LIFO or expiry date
- Advanced pick and pack screen allows for more flexible pick document release, resulting in optimized workload batches.
- Flexible zone configurations allow the warehouse to efficiently distribute workload between employees and set up quarantine areas.
- Warehouse management software processes like flexible picking styles and replenishment streamline operations and reduce costs.
- Paperless processes automate document input, reducing clerical overhead.
- Pack size handling lets the warehouse meet customer specific pack size ordering requirements, optimize materials handling equipment usage and reduce bin replenishment.
- Labor statistics reporting allows the warehouse to more efficiently manage employees and forecast labor requirements.
- Warehouse efficiency reporting provides benchmarking information for goal setting.

TERMS RELATED TO SAP BUSINESS ONE DATA MART
SERVICE DATA MART (SDM)
SERVICE CALL REPORT
Created On From… To…-Enter the range of dates on which the service calls were opened.
Resolved On From… To…-Enter the range of dates on which the service call problems were solved.
Closed On From… To…-Enter the range of dates on which the service calls were closed.
Customer Code From … To…-Enter the range of codes that define the customers that initiated the service calls.
Assignee From … To…-Select the range of codes that define the employees responsible for the service calls
Item From … To…-Enter the range of codes that define items for which service calls were opened.
Queue ID-Enter the range of employee teams responsible for the service call.
Problem Type-Select to filter the report by type of problem.
Priority-Select to filter the report by priorities.
Call Type-Select to filter the report by type of service call.
Origin-Select to filter the report by the means of communication for complaints.
Call Status-Select to filter the report by status of service call.
Overdue Calls-Select to include service calls that have passed their due date in the report.
Sort-Select to display the Sort options and to select the corresponding criteria for sorting.
Sort Field-Select the field(s) from the list to be included as sort criteria in the report. This column only appears when you select Sort.
Order-Select the sorting order for the report: either Ascending or Descending. This column only appears when you select Sort.

SOLUTION KNOWLEDGE BASE
Item- Enter the item code.
Updated by, on (are displayed in the Find mode only) - Displays the date on which the solution last was updated and the code of the employee who updated the solution.
Status- status of the solution
No.- Displays the unique number of the solution
Owner- Displays the employee who created the solution.
Solution- Enter a description of the solution to the problem.
Symptom- Enter the factors that indicated the problem.
Cause- Enter the origin of the problem.
Details tab-Enter additional details about cause of problem, solution, or symptom.
Attachments tab-Use to add, display, or delete an attachment about the solution information.

RECOMMENDED SOLUTION REPORT
Created On-Displays the date on which the solution was created.
Owner-Displays the employee who created the solution.
Solution-Displays the solution text.
Status-Displays the status of the solution.
Find-Choose to display the Solutions Knowledge Base and to look for additional solutions to the service call problem.
Choose-Choose after selecting a solution from the list.

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SAP IMPLEMENTATION SERVICES' AREA INCLUDES

Growth Trends: - A business management solution that integrates all facets of a business - Planning, Finance, Materials, Sales, Marketing, Manufacturing, Human Resources etc. The solution boosts productivity, connectivity and business insight for small and medium-sized companies in a cost-effective way.

Dynamic Business: - An integrated and affordable business management solution that is specifically designed for small and midsize businesses. It provides users with a consistent, intuitive environment that they can learn quickly and use effectively, and at the same time SAP Business One is powerful tool, enabling companies to manage their businesses and grow to new levels of success.

Financial Expertise: - Options for selecting multiple currencies, bank reconciliation and budgeting has given an extra edge to financial management system.

Operational Support: - An absolute inventory management system is starting from warehouse management to multi-level price listing increases workflow efficiency throughout the enterprise.

THE EXTENSIVE FUNCTIONALITY COVERS THE FOLLOWING AREAS

Customer Relationship Management (CRM): - SAP Business One CRM solution is integrated throughout (embedded) the system. It includes dispatching, contract management, warranty tracking, knowledge management (track problem resolution) and billing for services.

Financials: -Even though BI does not support inter-company transactions it provides analysis codes which can be attached to account transactions to maintain brevity of accounts.

Distribution: -Quotes, returns, flexible pricing, multiple warehouses, serial number tracking, landed cost, alternative items, vendor and customer item number cross-referencing and an automatic summary wizard that allows you to summarize multiple shipments onto one invoice.

Intuitive User Interface: - Dragging facility makes it easy to use and gives additional information. Customization is made easy as no alteration in source code is needed and there is smooth work flow by creating alerts and proper routing to transactions on requisition.

Manufacturing: - Material requirement planning, bill of materials, work orders, assembly and kits are included in manufacturing.

Report Generation: -Wild card helps to select information based on different criteria.

IMPLICATION OF THE STUDY

We have taken a model of Mobile Agency services for implying the concept of data warehousing and mining is to make easy process of sales and offer the quality product to the consumer without spending huge money for spending the ad presentation. We have chosen the advertising as direct communication through mobiles with the information of agency services. From this Agency, We have taken the different categories of mobile purchasers, in that we have identified the ranges of amount purchasing and its model preferences. Among these two categories, we have segregated the customer accordingly and have given the offers messaging via mobile Advertising. We have designed the text messaging ad in that we have used the agency identification and comparative offers on one day is to be shown in the advertising copy. From the resultant, we have identified the customers and the sales percentage is increased in to 30% on one day.

CONCLUSIONS

Now-a-days, the Strategy can be framed with lots of information of the business operation and competitive advantage is focused. As like, the various information is related to the in-depth information is collected & analyzed while preparing an advertising strategy. In this regard for storing various information & analyzing the information through the modern techniques are Data warehousing and Data mining are very essential for preparing an ad copy. The benefit of using sophisticated IT system provides a Cost-effectively data collection, Analyze and use of current information of such data in planning marketing communication

CORE CONCLUSIONS FROM THE NEED OF THE STUDY

After collecting the recent information & analyze the information about the advertising strategy which will create the uniqueness of different alternatives from the competitors product & services to enhance the advertising message for designing the ad campaign.

FURTHER EXTENSION OF THIS STUDY

The future scope of the study is to strengthen the information for getting the better result of the market. Related to advertising data mart is to be created with in-depth concepts through the real time data warehouse & mining information. They can more focus to advertising mix with respect to sourcing of unique Decision.

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