



ePort and AE Inbox: What You Need To Know

What is AE Inbox?

- AE Inbox is an electronic order management service for agencies that use Strata 11 software. It was created when there was no ePort, to enable AEs from any medium to retrieve orders from Strata buyers. Since the launch of TVB ePort, Strata 11 buyers can also send orders via ePort. This is now the preferred method of sending local broadcast TV orders because it eliminates re-keying.

What is the main difference between ePort and AE Inbox?

- ePort will deliver orders from any advertiser or agency electronically to your ePort inbox. AE Inbox only works for the agencies that use the Strata Eleven stewardship system.
- Orders sent to ePort can be saved and exported without being re-keyed. Orders sent to AE Inbox can be printed but require re-keying for entry into most sales systems (AE Inbox orders can be exported to DARE similar to ePort orders).
- ePort enables electronic avail requests/submissions and log time reports. AE Inbox does not offer these functions.

What agencies can use ePort? What agencies can use AE Inbox?

- ePort can be used by any advertiser or agency with any buy system, including Strata 11. It can even be used by those that have no buying system via ePort Connect.
- AE Inbox can only be used by agencies that use Strata 11.

Why would an agency use both ePort and AE Inbox?

- Strata 11 agencies use AE Inbox to send orders to other media. Some buyers mistakenly believe that it is more efficient to use AEI for local broadcast television orders, too - despite having ePort access. Some buyers don't know that ePort is even an option in Strata 11; you need to tell them about it and the mutual benefits.

Is it complicated for the Strata buyer to use ePort instead of AE Inbox?

- Not at all. A simple drop-down menu in the buyer's Strata 11 software allows buyers to designate whether orders will be sent via ePort or AE Inbox. Buyers need only select ePort once, for a station, and it will become the default for future orders.

When asked by an agency to use AE Inbox, how should AEs respond?

- ePort is supported by the television industry. It is not something that only you want to do.
- Your rep firm has made a significant commitment to ePort and wants to standardize its operations and customer service using ePort.
- Strata 11 buyers have the option to send orders to AE Inbox or via ePort, but ePort offers agencies a tighter integration with rep firm systems for greater efficiency and accountability. ePort = no re-keying and fewer discrepancies!
- To use ePort functionality like makegoods and log times, original orders must be sent first via ePort.
- Let the ePort team (support@tvb-eport.net) know which agency and buyer made the request to use AEInbox. We'll make sure that their buying group has the latest ePort training.

I've got questions, my buyer has questions. Who can we contact?

- Contact the TVB ePort team at 877-808-9949, or send an e-mail to support@tvb-eport.net. Your advertiser and agency customers can also contact us directly with their questions.
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