



## Introduction

At Simply Auctions, our goal is to provide you with easy-to-use, intuitive user interfaces to make preparing for, running, and reporting on banquet-type events, easier. You can choose from a number of key event customizations to streamline your data entry and reporting needs. Simply Auctions can also be "skinned" to meet your organization's look and feel.

## Key Features

### *Event Management*

- Your data is "Always Available", meaning that you can always view and make changes to your event information; there are no hidden "Lock-outs".
- Attendee Registration/Check-in and Attendee Check-out are always open for changes, so you don't ever lose the ability to make changes to an attendee's charges or registration status at any point before, during, or after an event.
- Quick Check-in Interface - check-in, assign tables, meal choice, bidder numbers, groups and add event-related charges all in one easy-to-use page.
- Track the following key features for all of your guests:
  - Event Registration Charges
  - Attendee Meal Choice
  - Attendee Table Assignments
  - Miscellaneous Charges
  - Item Categories
  - Catalog Items
  - Event Expenses
  - Corporate and Individual Donations
- Manage Item Procurement - including donors, fair market value and acquisition cost
- Manage Silent Auction Packages (each package can include 1 or more items)
- Manage Live Auction Packages (each package can include 1 or more items)
- Manage Raffle Packages (each package can include 1 or more items)
- Quick Charges Module - provides you with an intuitive interface with which to manage (add, edit and delete) all event-related charges for your attendees from all the places that it matters : during check-in, during your event, and during checkout.
- Print Silent Auction Bid Sheets - easy-to-read, clean layout that automatically determines minimum bid, guaranteed bid, increment values, and custom logos to generate event-specific bid sheets for each silent auction package.

- Print Live Auction Displays - easy-to-read, clean layout displaying all the key information about your live auction packages, including donors, minimum bid, full item descriptions, and custom logos.
- Bulk Results Entry - provides quick, tab-ready, pages for you to enter all of your Silent Auction, Live Auction or Raffle Results at one.
- Easy Checkout - easily checkout attendees from your event, including groups, families or couples whose members may not all be responsible for end-of-night charges.
- Simply Auctions keeps track of all of the attendee charges and totals due, allowing you to leave the calculator at home.
- Printable itemized "Claim Check" to allow attendees to pick up their winning packages at the end of your event, safely and securely.
- Printable tax receipts for attendee's records during checkout.

### *User Interaction and Customization*

- Unique "Message Queue" system - provides you with consistent, easy-to-read feedback from your software interactions.
- Unique "Contextual Help" system - provides constant onscreen "help" dialogs to help you use the software without requiring you to constantly look at external paper or electronic documentation.
- Bulk Data Set up - Simply Auctions provides a number of common Excel templates that you can use to quickly move or import existing information, or key event-set up related data, into your events.
- Customizable Event Fields - allows you to totally customize your event, and create your own unique "Pre-Event" and "During Event" dashboards which only show the things you care about for each specific event.
- Unique "Module" system - based on your "Customizable Event Fields" choices, Simply Auctions will automatically determine what "Modules" to show or hide for each specific event, meaning less clutter, and ultimately significantly higher efficiency.
- Custom Dashboard Views - allows you to customize your own "Pre-Event" and "During Event" dashboards for each event that you run. This includes the ability to drag-and-drop the "Modules" to any place on the screen, allowing you to keep track of your event set up and execution in whatever way works best for you.
- Unique Grid System on "Modules" - allow you to quickly sort, filter, and search all of your Live Auction, Silent Auction, Raffle, Attendee and Item modules on the "During Event" dashboard so that you have a custom real-time view at any point during your event.
- Submit Feedback - easily submit feedback directly to Simply Auctions, whether you are on-line or off-line. Simply Auctions believes that feedback is the best way to ensure that software is built to work for our customers, and uses this feedback to help make software updates and upgrades.

## *Technology Features*

- User interfaces built on leading edge web-based technology, without requiring live-connection to the Internet.
- Extensive AJAX integration - means no more "page flickering" or waiting for pages to load after making changes to the system.
- Complete Personalized Customization - from the colors, to the logos, Simply Auctions will work with you to personalize your software.
- Your event data is "Always Available", meaning that you can always view and make changes to your event information.
- Clean, intuitive user interfaces designed specifically to promote efficiency and speed.
- Powerful, but flexible, relational database back-end - Can be configured on-the-fly to utilize localized SQLite or hosted MSSQL, MSSQL Express or MySQL databases
  - Track and manage "People" historically so that attendee's key personal information stays in the system for future events.
  - Track and manage "Corporate Sponsors" so that corporations can sponsor events and/or tables, allowing their employees to be grouped together.
- Customizable Versioning:
  - Fully off-line mode - Allows you to run your events with the ease and power of next-gen web applications, without any live-Internet connection required.
  - On-line mode - Allows you to run your events from a hosted environment through the Internet. This option allows you to use multiple machines simultaneously to run your events.

## *Licensing and Cost*

- Event-Based Licensing Model - Provides unparalleled flexibility, allowing your licensing costs to reflect your actual usage of the Simply Auctions software.
- "One-Price" Costing - means that you will pay one price for the licensing of Simply Auctions, and you will gain complete access to all of the features and customer support.

## *Real-Time, on-the-fly Reporting*

- Report on the following key features during, or after, your event (all reports are printable with custom logos):
  - Progress Report
  - Attendee Report
  - Silent and Live Auction Report (with "Profit and Loss" toggle)
  - Raffle Auction Report (with "Profit and Loss" toggle)
  - Event Registration Charges Report
  - Table Assignments Report
  - Meal Choices Report
  - Item Donor Report
  - Financials and Financial Donations Report