
DOVETAIL SERVICES

Client Exit Guidance

Version 5.0



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Document History

Revision Date	Author	Summary of Changes	New Version
06/02/2017	Dan Handy	created initial document	0.1
09/02/2017	Dani Fill	Version 1.0 circulated	1.0
13/02/2017	Dani Fill	Amendments to: <ul style="list-style-type: none"> • Redirections (One month only & Post Forwarding cost) • Finance (Bulk Transfer, TNS detail, Refunds, Monies Release & Float removed) • Warehouse (Charges confirmed) • Media Codes (Added) • Letter Packs (Digital only) • ABC (Exit Audit and Coupons) 	2.0
09/03/2017	Dani Fill	Information Added: <ul style="list-style-type: none"> • Activation Codes • Transferring Data • Digital entitlement and API's • Final Client Payments & Refund Floats Amendments to: <ul style="list-style-type: none"> • Warehousing – Stock collection and promotional strategies • Invoices – Report Access • Finance – improved explanation 	3.0
05/05/2017	Dani Fill	Amendments to: <ul style="list-style-type: none"> • Postal Redirection Costs • Mass Offload Files (Additions) 	4.0
24/05/2017	Dani Fill	Amendments to: <ul style="list-style-type: none"> • Web Redirect – 301 • ABC and Coupons • Creation & Submission of DD Cancellation File Charge 	5.0



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Brands

Your Dovetail Exit Project Manager will confirm with you the list of brands you will receive in your data extract. This may also include ceased titles.

Files Included in Data Extract

The following files will be produced during the extract:

Mass

File	Description
CAL.CSV	Issue calendar file
DDDATES.CSV	Date of first DD payment for each contract
DDPCH REPORT.CSV	DD step up rules
FUTURE_DD_DATES.CSV	estimated future DD dates
HIST.CSV	subscription contract history
LIABILITY REPORT – COPIES ISSUE ###.CSV	liability report, based on copies
LIABILITY REPORT – SUBS ISSUE ###.CSV	liability report, based on subscriptions
MEDIA CODES WITH PRICES IN FOREIGN CURRENCIES.CSV	media code report, active & inactive
MERCHANDISE PRICE REPORT.CIR	list of purchasable products
MERCHANDISE REPORT.CSV	
NOTE.CSV	notepad history
PROSPECTS.CSV	information on prospect records
SUBS LIST INCLUDING LIABILITY.CSV	list of subscribers with calculated liability
SUBS.CSV	subscriber information

Ultra

File	Description
Account	Name and address details for each account holder
Account Key	Any additional data relating to an account
Agent	Details for the agents referred to within the Subscription File
Campaign	All the campaigns that have been set up against the magazine
CCC	Continuous Credit Card contract details for account holders who have Continuous Credit Card subscription terms
DD	Direct Debit Instruction details for account holders who have Direct Debit subscription terms

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Despatch	Complete list of subscription despatch methods
Issue	The publishing calendar for the magazine
Notepad	Notes about correspondence with the customer
Price	The price matrix used within the campaigns
Product	List of transaction product sales for each Account
Subscription	Subscription term fulfilment details
Unclaim CC	Credit card transactions that have not been claimed as of yet
Unclaim DD	Direct Debit transactions that have not been claimed as of yet
Metrics.csv	Key metrics calculated on offload
Scheduled DD collection breakdown	Report with breakdown of forward DD collections by date
Forward Liability Report	Standard liability report for reconciliation

Dove

File	Description
Account	Name and address details for each account holder
Agents	Details for the agents referred to within the Subscription File
Campaign	All the campaigns that have been set up against the magazine
DDContract	Direct Debit Instruction details for account holders who have Direct Debit subscription terms
Demogs	Any additional data relating to an account
Despatch	Complete list of subscription despatch methods
Notepad	Notes about correspondence with the customer
Price	The price matrix used within the campaigns
Prodissue	The publishing calendar for the magazine
productSales	List of transaction product sales for each Account
Subscription	Subscription term fulfilment details
UnclaimedDDTransactions	Direct Debit transactions that have not been claimed as of yet
Metrics.txt	Key metrics calculated on offload
Forward Liability Report	Pulled from BI. Please note this may not be 100% correct but the closest we can achieve from Dove.

You will also be provided with a system specific offload specification document at point of transfer.



Transferring Data

To transfer your data securely we will require details of an SFTP to load your data to.

If you do not have the facility to host your own SFTP your Project Manager can arrange with the Dovetail IT team a temporary space on our server for you to collect your data.

To do this we will require your IP address. To find out your IP address you can use this link:

<http://www.whatsmyip.org/> .

You will need to download an SFTP client to access your data. There are several free ones that you can choose from such as FileZilla or WinSCP.

If you have already chosen a new provider they should be able to provide these details and can collect the data for you.

We would highly recommend that your new provider reviews this data and feedbacks any question to us as soon as possible to ensure we are able to answer questions with plenty of time before the live exit.

Redirections

Your Dovetail Exit Project Manager will provide you with a document to capture all redirection requirements.

Redirections will be in place for one month and any costs associated to these will be charged in your final exit invoice.

All specific redirection dates will be shown in your Exit Sequence Plan.

Website

If website is at Dovetail:

We will redirect to a specified URL or place a holding page on your catalogue web page at domain level.

After one month your catalogue site will be removed from our domain and the redirection will cease to exist. However we use a full site 301 redirect for the month, this allows search engines to pick up the redirect and generally re-point traffic to the new servers, and this generally benefits SEO.

We currently utilise amazon for our website redirects to ensure we can lower the footprint onsite without affecting redirects.

If website is not at Dovetail:

Make sure you update any contact details or links that relate to Dovetail Services. This may also include API's that send data to us.

Phone

01795 numbers – we cannot redirect these phone numbers but can place a message on the line informing customers of the new number for one month.

0844, 0845, 033 numbers are non-geographical numbers and can be redirected to a specified phone number.

It is possible to purchase these phone numbers, if you would like to, please inform your Project Manager and they can direct you to the relevant people.

Unfortunately the geographical number (01795) is unable to be purchased.

Once the redirection period has completed the lines will be cancelled by Dovetail and redirections will cease.

Emails

To be redirected to a specified email address, once the month has completed the email address will be deleted and the redirection will cease.

We will aim to resolve all emails prior to exit date, although there may be some that we are unable to and we will manually forward these to the provided email address.

Post

Own PO Box & Freepost Address

You will need to organise your own redirection with the Post Office. This can take some time so please start organising this as soon as possible.

Dovetail PO Box / PO Box 3269

Post will be sent weekly by a secure delivery service to your chosen address captured within your redirections document.

Costs will be confirmed with you but for guidance clients who receive 250 pieces of post or less a month can have a weekly secure redirection to your chosen address for £70 per month.

3rd Parties

You need to ensure any third parties that send data to us, either via Data Loads or an API are given new details of where to send your data.

The date at which we will instruct Data Loads to reject this data will be on your sequence plan.

Unfortunately we cannot stop data being sent via API but this will reject once we close your account on our systems and you will lose this data.

Within the redirections document you will be asked to provide us with some text to respond to any data sent to us past the stop date detailing where the information should be sent.



Your new provider may require data in a different format so ensure you check this in advance of the specified date.

In addition if we currently provide data on a regular basis to any 3rd parties, such as telemarketing companies, they will need to be made aware they will no longer be receiving data from Dovetail and you will need to make arrangements with your new bureau if you wish to continue to have this service. All data feeds will be switched off on or before your exit date.

Finance

Direct Debit Payments

We will switch off DD payment processing in a controlled way and exact dates will be provided within your sequence plan. The action that you will need to take to continue processing direct debits post exit will be dependent on your current facility position as follows;

Own SUN Number(s) – You will need to arrange for the attachment of your new provider's Direct Debit bureau number to your SUN number and ensure they are given access to all relevant BACS reports. To do so you will need to speak to your bank relationship manager. This can be completed prior to exit. Please ensure that Dovetail's bureau number remains attached to your SUN until after the exit otherwise we will be unable to continue processing direct debits up to the cessation date in your sequence plan.

Use Dovetail SUN Number(s) – You will no longer be able to process DD payments on our SUN number after exit.

You will need to either;

- see whether it is possible to get your own SUN. This can be done ahead of exit; or
- discuss with your new provider as soon as possible to see if they will offer a similar service; or
- seek a third party payments provider that offers DD processing. Depending on the set up, you may need to confirm with your new provider that they can work with the third party to collect payments.

In all of these cases a bulk transfer of existing Direct Debits will be required.

Bulk Transfer

To enable a bulk transfer to take place, the two forms below will need to be completed and submitted to the sponsoring bank for the SUN the Direct Debits are being transferred to. We will be happy to provide any necessary information and assistance in this process where it relates specifically to our SUN. In addition to these forms, the bank will wish to see a copy of the communication that will be sent to customers advising of the change.

- Notification Of Change Form
- Bulk Change Deed

Please refer to the Bulk Transfer document we have made available if you require any further information regarding this process.

You will be charged in your final invoice a fee for creation and submission of the DD Cancellation File as part of the Bulk Transfer Process.

The submission fee is charged at 25p x Active DD subscribers. This is a standard cost we incur with the bank for submitting the file.

Credit Card Payments

We will switch off CC payment processing in a controlled way and exact dates will be provided within your sequence plan.

Own Merchant Number(s) – You can continue to use these, but you will need to arrange with your new payment service provider for additional terminal ID(s) to be added to your merchant number(s). This can be completed prior to exit.

If this is not possible, or you are advised it could affect Dovetail's processing prior to exit, then we would suggest getting a new merchant number(s) for use by your new provider to avoid delays in being able to process card transactions; any merchant numbers currently used by Dovetail can then be cancelled after exit.

Use Dovetail Merchant Number(s) - You will no longer be able to process CC payments using our merchant numbers.

You will need to either;

- see whether it is possible to get your own merchant numbers. This can be done ahead of exit; or
- discuss with your new provider as soon as possible to see if they will offer a similar service; or
- seek a third party payments provider that offers CC processing. Depending on the set up, you may need to confirm with your new provider that they can work with the third party to collect payments.

Continuous Credit Card Payments

For PCI compliance all card details are tokenised via our payment service provider TNS and we do not hold that information. We are therefore unable to provide you with those details. You will need to contact these subscribers once the data has been moved to your new provider.

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Please be aware that for PCI and information security reasons TNS, who are owned by MasterCard, will not provide credit card information to any third parties regardless of their PCI compliance status.

Invoices

Your final invoice will include the full month service fee of the month that your data is extracted and any additional services you may have requested.

We charge for the full month because you will still have access to reports & portals and we will be providing support to you for the migration period. After this month all access will be removed.

Please note that we will not transfer data to you or your new service provider until cleared funds for all outstanding invoices have been received in our bank account.

Refunds

From the 1st of June we will no longer be fulfilling refunds for those clients who use our bank account. This is because cheques may be banked up to 6 months from printing and once our bank account is closed these cheques will not clear. From this date we will send you a report on a weekly basis stating what refunds require action by yourselves.

Please note that, prior to the exit date, clients will be expected to provide a refund float sufficient to cover any outstanding refunds raised on Dovetail's bank account.

If we manage the refund process using your bank account details we will continue to do so until we stop processing refund requests as per your sequence plan.

If you already action your own refunds, we will continue to process refund requests and send you the information to action as normal until the date that refund request processing stops per your sequence plan.

Paying in Books

We will post these to a specified address once they are no longer required. You will be asked to provide these details within the redirections document provided by your Dovetail Exit Project Manager.

Reconciliation

We will continue to provide banking reports up until your exit date and you will be provided with a metrics report within your data extract files which can be used for reconciliation.

Final Client Payments & Refund Floats

For clients using Dovetail's banking facilities the normal payment schedule will continue until exit. Thereafter payments of any balances will be made as follows:

- **Direct Debit Retention** – the balance will be paid over once the bulk transfer has taken place.
- **Direct Debits** – any remaining amounts will be paid over 30 days after exit.
- **Credit Card Monies** – 75% of any remaining balance will be paid over 30 days after exit and the final 25%, less any chargebacks received in the interim, 60 days after exit.
- **Refund Floats** – any remaining balance will be paid over in November 2017, being 6 months after the last cheque refunds are issued on the Dovetail account.

Warehouse

Due to staff availability we will not be able to perform any stock reductions or destruction. All of your stock will be palletised ready for you to organise collection.

We will provide you with an estimated number of pallets of stock/paper you have stored at the warehouse and estimated charge to palletise your stock. Warehouse time is charged at £40 an hour. To do so please provide us with the required pallet dimensions of your chosen courier well in advance to ensure your pallets are able to be loaded when collection takes place.

Planning for stock palletisation needs to take place well in advance (at least 2 months) to ensure stock is palletised safely at the warehouse. All dates will be added to your sequence plan.

You will be required to collect all stock prior to data being sent so we will also have to discuss when we will stop fulfilling orders.

Stationery

If you would prefer for your Stationery to be destroyed rather than palletised for collection please let your Exit Project Manager know and they can liaise with the Warehouse Manager to check volumes and see whether it is possible.

Goods In

We would recommend reviewing which stock is sent to the warehouse to ensure that no items are sent that are not going to be fulfilled by Dovetail as you will be paying for these to be collected.

Some publishers have opted to change their campaign strategies and offer pricing promotions rather than free gifts to reduce the amount of stock arriving at the warehouse.

Basecamp

You will be introduced to your Exit Project Manager by your Account Manager in plenty of time before your live exit date and you will be provided with details of your exit including key dates.

We will be using an online software called Basecamp to co-ordinate all exit activities.

If you do not yet have access let your Account Manager know and we will organise access to the relevant project to ensure communication is kept as easy as possible.

Media Codes

To ensure we can provide you with relevant reports as part of your exit documentation along with everything else we need to start winding down all processes.

Single new media codes to be submitted no later than 7 working days prior to data extraction date.

Portfolio wide media codes/campaigns require significantly more time and effort to set up so are required no later than one month prior to data extraction date.

All portfolio wide requests are to be reviewed and may be rejected if we do not have resource available to complete.

Activation Codes

We will no longer be accepting campaign requests that require activation codes.

Those that are still active will be able to continue to run.

We have exported all unclaimed activation codes per title and these can be provided to your new provider so customers are able to redeem their offers once migrated.

Digital Entitlement (APIs)

If access to digital magazine editions is via an API to our database these will no longer work as expected. You will need to consider access for these customers over your freeze period and beyond.

Letter Packs

You will receive a pack of all your letters in digital format along with a guidance document to understand any fields that may have been used.

We can no longer facilitate large scale letter changes; although we will obviously make any small necessary amendments such as spelling or grammar mistakes.

Your letter packs will also be from a point in time, if amendments are made after this date your letter packs will not be amended to reflect this.

All dates regarding letters will be included within your sequence plan.

IT Development Work

During the upcoming migration period we need to ensure that our systems remain stable so we are unable to complete any IT development work.

Calendar Date Changes

We are unable to change any calendar dates within Dove. All Issue closes will happen at the current set dates. Changes within Mass and Ultra are possible.

If you would like a list of the dates please ask your Project Manager.

ABC and Audits (Signed Off by ABC)

- There will be a Dovetail systems audit for the period of January to June 2017. This will be conducted on the issue with the closest on sale date up to and including the 30th of June 2017. A management letter will be issued to Dovetail, by the ABC for this audit in line with normal procedures.
- ABC will be conducting additional audits, sampling some brands/titles not sampled during the Dovetail systems audit. ABC will liaise directly with the publishers/clients to confirm the extent of this audit.
- For those publishers who have arranged with the ABC to have 'sealed galley' audits. These sealed audits can be referenced if required in connection with any internal (publisher based) ABC audit.
"We (ABC) offer an optional 'sealed galley' service whereby a mailing list tested at an audit can be treated as a valid source record for future audits. This avoids the need to go back to original documentation at a future audit if a record is included on a mailing list previously audited and sealed. Please contact us (ABC) for further details."
- The data provided to your new provider will include all information required for future auditing, although we do recommend discussing requirements with the ABC and your future provider.

Coupons (Signed off by ABC)

- Currently all coupons from 1st of January 2017 will be sent to you should you wish to have them. Please confirm with your Exit Project Manager.
- Once we have sign off on the June 2017 sign off we will destroy all related coupons up to the date specified by the ABC unless we have received instructions from you that these are required for any other audit purposes.
- Please discuss with your project manager options for coupon collection.