



# EMK3 System Administration and Internal Controls

Establish strong internal controls around key marketing processes

Companies today require strong internal controls over information and processes effecting corporate financials. Effective information technology and the controls placed on infrastructure, access, and data management are the foundation of sound compliance architecture. EMK3's application suite can assist in establishing strong internal controls around key marketing processes.

## Key Features

- **Managed Security:** Controlled access to all data, functions, and processes through user id and password authentication. You can also designate what information a user can access and what actions they can perform (like Read-Only, Add, Edit, Delete).
- **Role-Based Security:** Assign access rights to users by defining roles and associating users to roles. The user inherits the permissions of the role.
- **Integration with Corporate AD:** Integrate EMK3's application security in with your existing corporate Active Directory so that the users log into EMK3 with their network account.
- **Extensive Audit Logging:** Track user activity such as logon/logoff and all Add/Edit/Delete actions for quick auditing and review.
- **Data Locking:** Prevent unintentional or unauthorized editing and deleting of information by locking data (like master data, contracts, AFS, revenue, and more).
- **Comprehensive Alerting Engine:** Set alerts on various parameters and get proactive notification of upcoming events that require action.
- **Managed Approval Chain:** Setup and manage an approval process by defining an approval chain, tracking the status along each step, and digitally recording each signature.
- **Electronic Document Storage:** Store all your contracts and supporting documentation electronically in a single system for easy maintenance and retrieval.
- **Seamless Process Workflow:** Data flows seamlessly from process-to-process by having extensive built-in functionality for all marketing tasks and flexible integration options for exchanging information with other systems.
- **Full Information Transparency:** Information is stored in a central database repository for easy access, review, management, and control.
- **Structured Data Storage:** All data is stored in an enterprise-class relational database system (RDBS). Data in an RDBS is interconnected in a structured and consistent form.

Fig. 1 – Dashboard with Alerts and Approvals

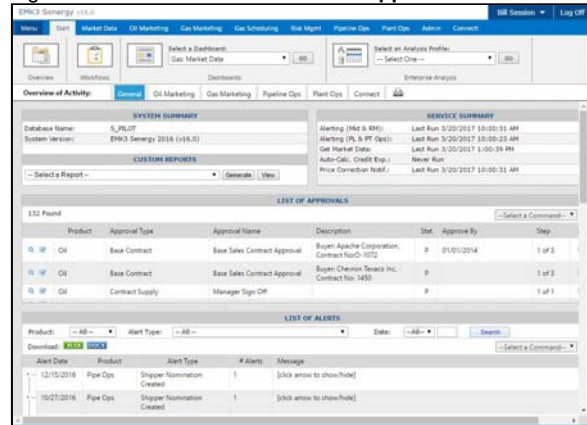


Fig. 2 – Role-based Security

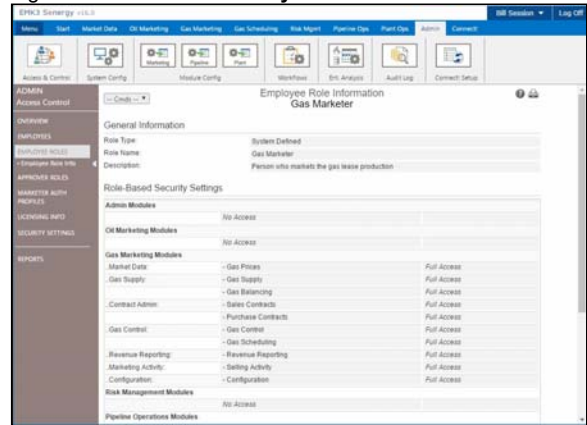


Fig. 3 – Audit Log

