

Marketing HUB implementation process

(solution based on Folder Task Automation - FTA)

PHASE I – Recognition and analysis

The first phase begins with analyzing the database the customer disposes. The application assumes connection with three major databases.

- a) The base of the products and manufacturers – including marketing descriptions, prices and weight. Every product is assigned to particular category, group, subgroup and so on.
- b) Photos database which contains current photos of products defined by SKU and EAN numbers.
- c) Promotion database – information about the sale plans at a specified time consisting promotional campaigns and the list of the products on special offer.

The application can be connected to the other databases that support and facilitate the application – e.g. pictograms database.

All databases could be modified on a regular basis by adding or subtract the records. Each record could be freely modified by the authorized people (the issue of the rights to the databases is described later in the document).

If such databases do not exist or the data in the existing databases are not efficient we recommend:

- a) Creating new databases that will be integral part of the Folder Application. This approach ensures that the whole system will function as a one organism, where the risk of error occurring is lower.
- b) If the customer decides that the databases will be developed outside the FTA, the agency prepare API, which connects the database and the application (indirect option).

Actions mentioned above allow recognizing the state and the structure of data on the customer side as well as what path to choose to create FTA system, including the resources needed to create it and the time this work will be done.

Customer's decision (acceptance) regarding abovementioned begins the development of the chosen solution by the development team.

PHASE II – Solution Development

Application development under the supervision of a digital manager – the work will be carried out in the iterative system. Tests with the customer will be held after the development of each component to verify the solution. The digital manager is responsible for the tests.

PHASE III – Implementation

After the development the process of preparing the Folder Application to edition and print of the folders in the customer's environment begins. The process involves training the employees and creating templates that will be used to put the folder together.

Creating page templates allows you to predefine: number of modules, their layout and size, mutual position, solid elements (e.g. page number, section description). The size of the page may vary depending on the size of the folder.

Optionally, at this stage the creative work can be done – preparation of the background patterns, that will be behind the products placed on each side of the folder.

The completion of programming, training, predefining the patterns and acceptance by the customer means the completion of the FTA implementation process and the daily work of the application.

Authorization

Every person using the Folder Application, logs on by using login and password. Authorization is assigned to the appropriate person. Scope of authority is an individual matter, we can distinguish few levels:

On the client side we can distinguish the roles:

- The role of category manager – people planning the promotion and taking care of the quality of PPZ base of the application (sales department)
- The role of designer – the person who creates the folder and makes changes (marketing department)
- The role of acceptant – people who accept the actions of the designers
- The role of administrator – person modifying the authorization of other users
- The role of graphic designer – the person responsible for the composition