

Product line Content Management



Overview:

The parent company specializes in offering end-to-end solutions in the field of marketing and branding; focusing on areas involving Marketing services, Brand Management and Marketing Technology. Over the years, the solutions provided by the company have found extensive use in marketing services departments, sales force, independent agents, local offices, distributors, franchisees, and retail touch points of B2B and B2B2C marketers.

The company partnered with Mindfire Solutions to develop a cloud-based solution which can be used by manufacturers, distributors and resellers for managing, distributing, and publishing their product line content, across any number of digital platforms, from one place. It is common to notice inconsistencies in product line information across channels and platforms. As a result, it is rare to notice accurate data being made available to different sets of users. In addition to other benefits, this is one major problem area this solution was developed to address.

The users of this application are simply required to enter or upload their product list. It is very convenient post that to share the details across multiple platforms and partners. Through the help of widgets, apps, templates, APIs, users are given incredible control over the distribution of their product line content. With their permission, reps, resellers, and franchisees across locations can subscribe to receive the product line, and can use the available tools to publish and promote the content anywhere and everywhere. Each account in the tool can have multiple types of product lines, product lists, multiple users, multiple subscribers and multiple locations. Also, every product has its own social media "Shares" and "Likes" provision for social media engagement and measurement.

The client has been quite pleased working with the team at Mindfire and watching its solution take shape. The platform is built in such a way that it offers its customers a wide range of pricing options to choose from. Depending upon their size (small or big) and type (manufacturer, distributor, reseller etc.), appropriate subscriptions can be bought. Certain features can also be availed as modular add-ons. Launched in the market very recently, it has managed to garner a lot of interest amongst potential customers and in getting some to buy subscriptions as well.

Client details:

Name: Confidential **Type:** Retail Solution provider **Location:** USA

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Technologies:

Rails 3, Ruby 2.0, MongoDB, CoffeeScript, SCSS, HTML5, HAML, jQuery, AngularJs, Gems (dragonfly, devise, resque, mongoid, OmniAuth, capistrano, etc.), Amazon EC2, S3.

Project Description:

The application offers an excellent solution to resolve issues related to managing product line content; a constant source of bane for retailers over the years. Flexibility is offered to the clients in terms of pricing as well as content management system which can be either centralized or distributed. A single account is designed to handle a single organization with utilization scope of the platform being a function of the size of the entity. However, multiple accounts can be created as well for conveniently handling complex setups. There is also provision for third-party accounts. These have limited functionalities and are meant to be used for chain and franchise locations or sales reps representing multiple manufacturers or distributors.

The application meets its purpose through a set of features and tools that it offers its clients. These features can be grouped together under 3 major functional heads as explained below:

Manage Content in One Place:

Given the dynamic nature of the retail industry, there is always a potential for any product line content to become out-of-date as soon as it leaves the source - given the multitude of channels and platforms the data has to go through to reach out to the labyrinth of touch points. Having everyone's copy of the data the same is critical. This solution addresses the concern straightaway. It saves its users from having to manage content in outdated, siloed, disparate databases or even ERP systems. Instead, they are only required to give permission to concerned stakeholders to be able to subscribe to their master set of product line content. It enables them to publish and redistribute the content based on need. The same content can also be pushed into internal systems and made accessible to marketing dept., merchandising dept., sales departments, ERP, etc.

Essentially, the solution ensures that the content accessed by all concerned stakeholders, both internal and external, is accurate, up-to-date and consistent. The solution's design enables publishing to all platforms, mediums and touch points at one go. Right from the

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time a user uploads/updates the product line content, the corresponding reps, dealers, distributors, and resellers have it available at their fingertips in real time.

Some Salient Features:

- Create product lines with their own set of product lists, categories, and sub-categories
- Maintain, reference, and rollback any revisions to the last set committed.
- Filter, view, and manage products by list, location, or subscriber level.
- Manage any number of product related content fields for any purpose, whether structured or custom attributes.
- Structure any number of pricing levels, for subscribers, locations, and product variations; lock and unlock price settings to enable or disable batch pricing updates
- Media library for images, videos, pdfs, or files assigned to one or many products.

Single Publishing:

It is required of product line data to be used by many people and published in various places and across different platforms. Process delays in maintaining consistent information becomes a major area of concern for retailers as does lack of accuracy. This solution addresses the issue by allowing the user to publish the same product content to any number of mediums and touch points at one go. Be it social media e.g. Facebook, LinkedIn, Twitter or mobile apps, widgets, business applications, the data is always the same; accurate and updated.

Some salient features

- Publish to social media, web widgets, mobile and tablet apps, for one location or many.
- Maintain product mix and pricing unique to each location, or publishing platform.
- Leverage any mix of structured or custom copy, specifications, or any other structured fields or custom attributes.
- Centrally maintain effective pricing between regular and discount pricing, enabling price changes or special offers in real time.
- Push updates of published product line content based on committed revisions of data, and rollback to the previous version at any time.

Syndication:

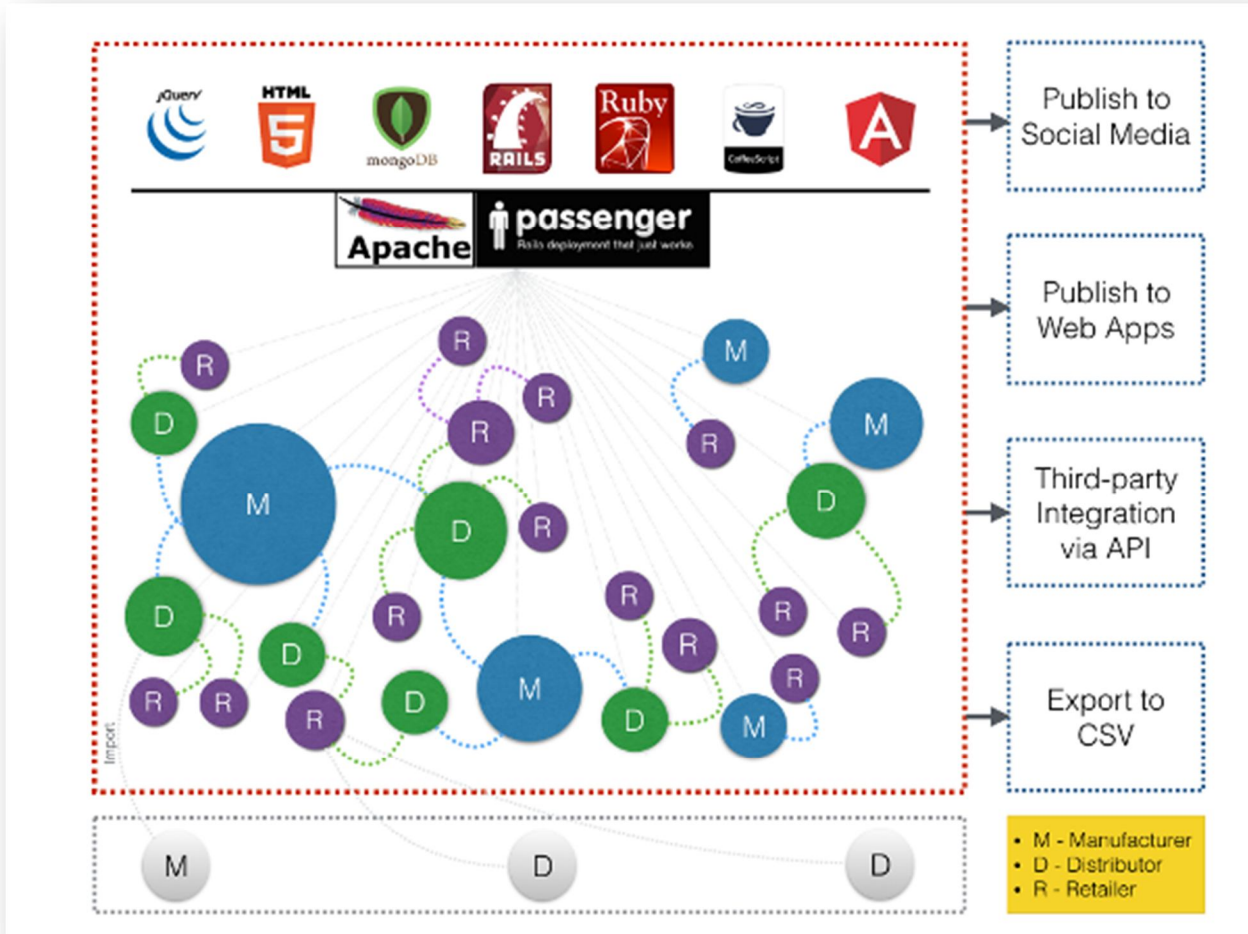
In this application, every user in the distribution chain can use, publish and re-distribute product content based on need. Downstream users have the ability to receive data from upstream accounts by way of subscription. Based upon need, they can either subscribe to one or multiple upstream feeds. Now, there are two ways in which data is controlled – central and distributed. Organizations with the need to manage product content centrally opt for the former. The ones wanting to allow users downstream to manage, edit and publish locally choose the later. Also, downstream users can accept all data from an upstream account, or review and accept data product-by-product, field-by-field, as well as edit throughout the reconciliation process.

Some Salient Features

- Permission based subscription process restricts usage of data based on provided authentication details
- Any account can subscribe to as many upstream manufacturers, brands, and distributors as it needs
- Users can distribute images, videos, pdfs, any number of forms of copy, specifications, and product variations.
- Create your own set of custom attributes, and enable downstream users to utilize yours and/or build their own custom attributes.
- Manage and distribute pricing for any number of buyer levels, locations, discounts, and product variations.
- Use custom calculators for setting pricing across all pricing options, and for any type of rounding desired.

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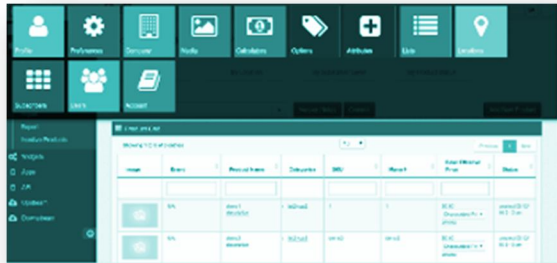
Architecture & Flow diagram



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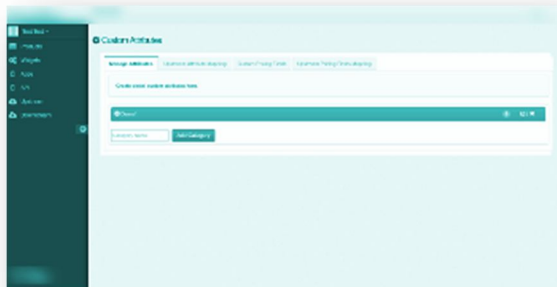
Screen Shots



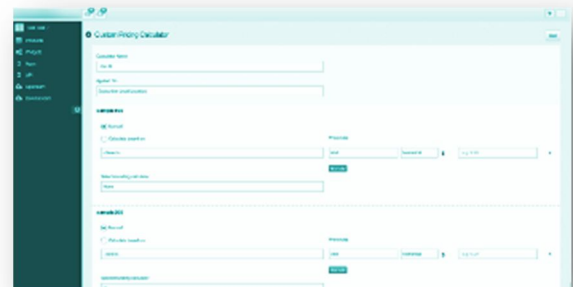
Screen 1: Admin



Screen 2: Contact Modal



Screen 3: Custom Attributes



Screen 4: Custom Price Calculator

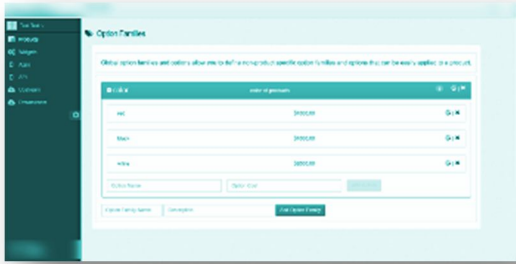


Screen 5: Product Listing

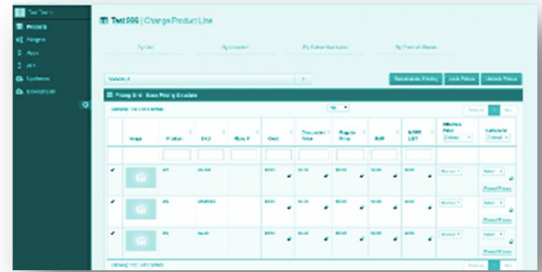


Screen 6: Media Library

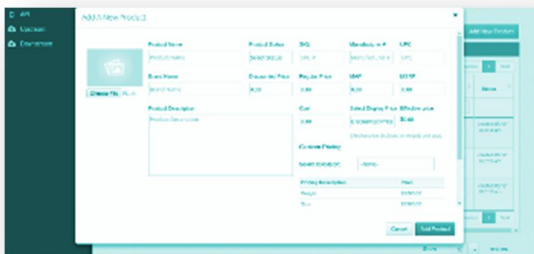
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Screen 7: Product Option family



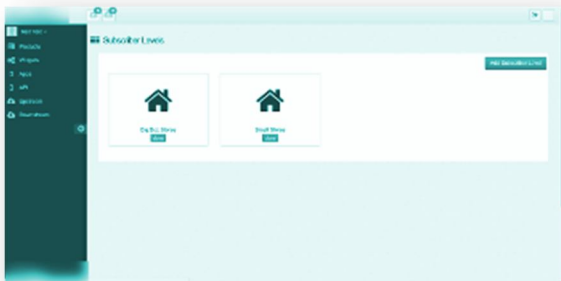
Screen 8: Pricing



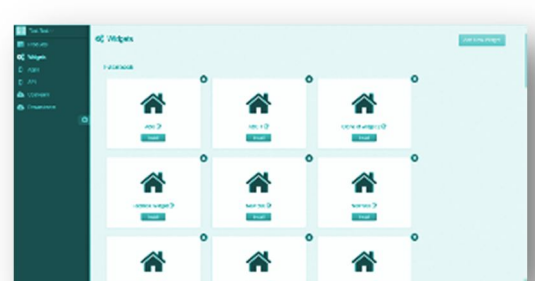
Screen 9: Product Addition



Screen 10: Status Grid



Screen 11: Subscriber Level



Screen 12: Widget