

collabria

eCatalog Implementation Process

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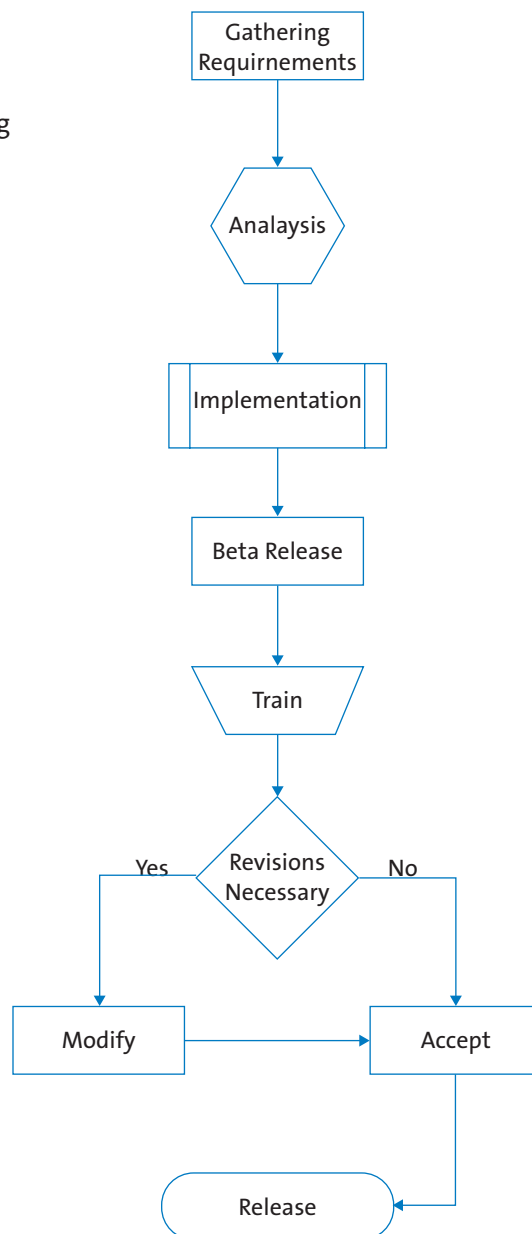
PrintCommerce Implementation Process

eCatalog™ Implementation is a team orientated process resulting in the implementation and release of your custom *eCatalog*. There are eight main steps, beginning with the collection of all necessary information, and ending with the final production of your live catalog.

Because Collabria depends on your input and cooperation to properly build your catalog, you will have one main representative to contact throughout the process. Before and during the development of your catalog, your Collabria representative will be in close contact with you. As a team, you work together to gather information, create timelines, and test the catalog. Your representative works hand in hand with you to ensure the efficiency of this important information exchange.

The *eCatalog* Implementation Process:

1. Gathering Requirements
2. Analyzing Information
3. Implementing the Catalog
4. Beta Release
5. Training
6. Revising your Catalog
7. Accepting your Catalog
8. Final Release



Overview of the Required Forms & Files

Setup Workbooks

Collabria uses two Excel workbooks to gather information about your company and catalog. The **Company Setup Workbook** collects information regarding your company. The **Catalog Setup the Workbook** collects specific information regarding your catalog. The workbooks have several interrelated forms. The information you enter in one form may affect selections available in other forms.

The workbooks have a unique design enabling your Collabria representative to efficiently extract the data you enter. The extracting program allows Collabria to upload the information directly into the system.

The **Completing your Company Setup Workbook** and **Completing your Catalog Setup Workbook** documents provide more information on these forms.

Product Images and Logos

The catalog can display a product images for each product. These images allow the user to see what the product looks like before placing an order. Your company logo is very important to the branding of your catalog. The logo is displayed on the home page of the catalog and also on the top right corner of the screen throughout the system.

Variable Products

PrintCommerce™ eCatalog enables users to quickly order products from a custom online catalog. One of the features of your company's catalog is its ability to support variable products. A variable product contains editable content. When you select a variable product to order, you can personalize the data by entering it into an online template. In *eCatalog*, the online template is called the **Customization** screen. The template behind the **Customization** screen ensures that the information you enter is formatted properly. To set up variable products, provide Collabria with the following for each variable product:

- ◆ **Digital Files.** Collabria cannot begin template creation without the digital files.
- ◆ **Line Diagram** of a sample with the maximum content. The diagram defines each line.
- ◆ **Field Diagram** of a sample with the maximum content. The diagram defines each field.
- ◆ **Block Diagram** of a sample with the maximum content. The diagram defines each text block.

- ◆ Samples of every possible variation of the variable product.
- ◆ A completed **Variable Product Setup Form**, which includes rules and logic for each variable product.
- ◆ Imposition information for each variable product.

The **Submitting Variable Product Information** document provides more information on setting up variable products in the catalog.

Statements of Work

Collabria provides you with a statement of work once Collabria has gathered all of your catalog requirements. The statement outlines your company's unique catalog requirements. You can also use these statements to help you test the beta release of the catalog and submit modification requests.

Modification Requests

Use these forms to request changes in the catalog before and after the final release.

Sign Off Sheets

The **Sign Off** sheets are signed documents stating that you and your network of suppliers are satisfied with the catalog and are ready to release the final version. These documents are signed when all modifications are completed.

What to Expect During the Implementation Process

Each of the steps in the Implementation Process involves certain requirements. Below is a detailed outline of each step.

- 1. *Gathering Requirements*** requires that you collaborate closely with your network of suppliers and your Collabria representatives to gather all necessary information for catalog setup.
 - ◆ Your representative reviews your catalog options and helps you decide what features you may or may not want.
 - ◆ Your representative sizes the **Company** and **Catalog Setup Workbooks** to meet your unique company and catalog needs. When Collabria sizes a workbook, they use a program to designate the appropriate amount of fields for each section of the workbook based on information you provide.
 - ◆ You and your representative collaboratively create a roll-out plan and a project timeline. Timelines and roll-out plans are based on the unique size, options, customization of each catalog, and your company objectives.
 - ◆ You gather information from your internal departments and your network of suppliers to complete the **Company Setup Workbook**.
 - ◆ You gather information from your internal departments and your network of suppliers to complete the **Catalog Setup Workbook**.
 - ◆ Complete a **Variable Product Setup Form** for each variable product and provide the required artwork.
 - ◆ Provide imposition information for each variable product. (Note: this information is typically provided by your suppliers. Although it is essential to the completion of the catalog, implementation of variable products can begin beforehand.)
 - ◆ Provide **Field Diagrams**, **Line Diagrams**, and **Block Diagrams** for each variable product.
 - ◆ Provide all product images.
 - ◆ Provide all logo images.
- 2. *Analyzing Information*** involves the review and acceptance of all the gathered requirements.
 - ◆ Your representative reviews the submitted forms, files and all other requests to ensure that all necessary information has been gathered.
 - ◆ Once the analysis is complete, you receive the **Standard Implementation Statement of Work**.
 - ◆ You may also receive a **Professional Services Statement of Work**. This statement refers to catalog requests you may have made that are not a part of the standard catalog options.
 - ◆ Sign and return these statements to your representative in order to begin implementation of the catalog.

3. *Implementing your Catalog* involves an entire team of Collabria representatives working together to create the catalog.
 - ◆ Your Collabria representative uploads the **Company Setup Workbook** into the *PrintCommerce* system. This creates the appropriate system relationship between you and your network of suppliers.
 - ◆ Your Collabria representative uploads the **Catalog Setup Workbook** into the *PrintCommerce* system.
 - ◆ A Collabria graphics specialist creates templates for the variable products according to the rules and logic defined in the **Variable Product Setup Forms**.
 - ◆ Collabria professional services engineers implement any customization you may have requested.
 - ◆ The created catalog is tested for quality assurance according to the signed statements of work.
4. *Beta Release* is the first release of the catalog. At this time you have the opportunity to conduct your own quality assurance tests. You also participate in a meeting with your Collabria representatives regarding the beta release catalog, any expectations, and any outstanding issues.
5. *Training* is an important and valuable step in which a Collabria field trainer familiarizes your company and your network of suppliers with the *PrintCommerce* system.
 - ◆ The field trainer utilizes the beta release catalog to walk you through the catalog and production processes.
 - ◆ This is another opportunity to ask functionality questions.
6. *Revising your Catalog* involves changing the catalog after beta release. After you review the beta release catalog, you may notice that some modifications or corrections are necessary.
 - ◆ Complete the **Modification Request Forms** and send them to your Collabria representative.
 - ◆ Your Collabria representative meets with you to discuss the changes.
 - ◆ Your representative creates a timeline based on the difficulty and extent of the changes.
 - ◆ Use the **Company Setup Workbook** for any changes to your company, your network of suppliers, catalog features, user IDs, cost centers, office locations and filter specifications.
 - ◆ Use the **Catalog Setup Workbook** for any changes to your catalog products, prices, quantities, inventory details, shipping rules and catalog structure.

- ◆ Use the **Variable Product Setup Form** for any changes to variable products or to add a variable product. Be sure to also provide the corresponding imposition information.
 - ◆ For revisions outlined in the **Statements of Work**, Collabria revises the catalog free of charge. For new requests, Collabria updates the catalog for a fee.
7. *Accepting your Catalog* takes place when all modifications have been completed.
- ◆ You sign the *eCatalog Sign Off* sheet and send it to your Collabria representative. This sheet is a statement of your approval of the catalog.
 - ◆ Have your network of suppliers sign and return the *eProduction™ Sign Off* sheet as a statement of their approval.
 - ◆ Confirm the roll-out plan with Collabria and your network of suppliers. The roll-out plan determines the actual live usage of the catalog.
8. *Final Release* is the last step in the *eCatalog* Implementation Process. Once the catalog has been released, your company can begin placing orders.

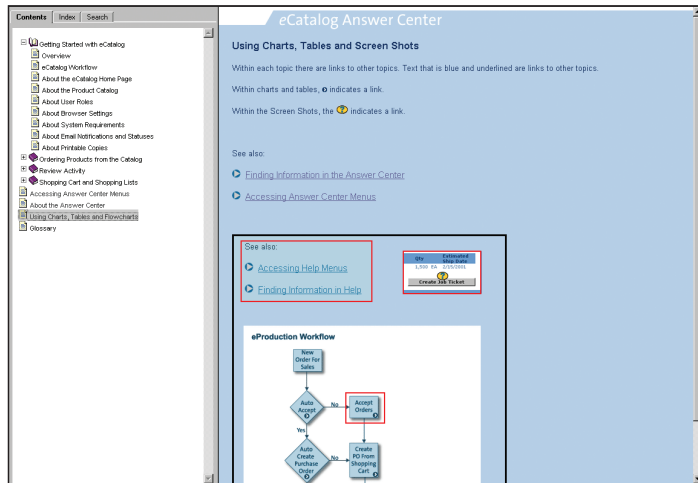
Obtaining Catalog Support

Online Answer Center

Whenever you use the *PrintCommerce Enterprise Edition*, you may click the  from the navigation bar to gain access to the Online Answer Center. The Answer Center provides helpful information and procedural instructions. Features include visual aids with easy-to-read charts and screenshots outlining the order and production processes of *eCatalog* and *eProduction*. The Online Answer Center can help you with all your questions regarding system functionality.

Collabria Customer Support

Your representative views your catalog as an ongoing project. Contact your representative if you have any technical concerns, or if you need to request revisions.



The PrintCommerce Implementation Process Checklist

To enable you to participate efficiently in the production process, Collabria has provided a checklist summarizing all the files, forms, and information you need to provide during the production process. You can also use the checklist as an organizational aid.

- completed **Company Setup Workbook**
- completed **Catalog Setup Workbook**
- your logo in EPS format for the catalog home page
- EPS of your company logo
- completed **Variable Product** form for each variable product
- digital file with fonts, logos & colors for each variable product
- samples of every variation of each variable product
- Field Diagram** of each variable product
- Line Diagram** of each variable product
- Block Diagram** of each variable product
- Imposition information for each variable product
- Standard Implementation Statement of Work**
- Professional Services Statement of Work** for customization
- Modification Request** form for necessary changes
- eCatalog Sign Off* sheet
- eProduction Sign Off* sheet for each vendor