

i-Showcase Portal User Manual

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For more information, please visit *http://www.ishowcaseinc.com*.

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TABLE OF CONTENTS

I-SHOWCASE PORTAL	5
INTRODUCTION	5
Accessing Portal through I-Showcase Server	5
Accessing Portal through Personal Sever	5
INTRODUCING YOUR DEALERS TO I-SHOWCASE FOR I-MINI	5
MANAGING YOUR BRANDS	6
THE BRAND TABLE	
Brand Settings	7
LANGUAGE MANAGEMENT	
Language Management Settings	
Using Language Management	8
GROUP MANAGEMENT	
Group Management Settings	
Group Management Users	
Using Group Management	
NEWS MANAGEMENT	
SPECIFICATION SEARCH MANAGEMENT	
MANAGING YOUR CONTENT	11
CREATING CATEGORY PAGES AND PRODUCTS	
MANAGING IMAGES	
UPLOADING VIDEOS	
THE CATEGORY PAGES	
Page Table (Category Pages)	
Child Page Table	
Product Table	
Group Manager Table (Category Pages)	
Editing Category Pages	
THE PRODUCT PAGES	
Product Information Table	
Product Specifications Table	
Page Table (Product Pages)	
Group Manager Table (Product Pages)	
Editing Product Pages	
Publishing Your I-Showcase	



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TABLE OF CONTENTS CON'T.

MANAGING YOUR DEALERS	20
Approving and Rejecting Dealer Permission	20
CREATING DEALER GROUPS	20
TERMS AND DEFINITIONS	



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I-SHOWCASE PORTAL

Introduction

The i-Showcase remote control panel, **Portal**, is where brands may access and manage their brand settings, content, and dealers in one place. The branded content created, modified, controlled and deleted here can be distributed to your brand's **i-Web**, **i-MWeb**, **i-MApp** and each and every retailer **i-Mini**, all from a single control panel.

The purpose of this user manual is to help you take full advantage of i-Showcase software and services. The functions of i-Showcase modules may differ from brand to brand in order to provide custom-fit software for each client. Some of the modules listed here may not be currently used for your brand. If you would like these modules to be integrated for your brand, please contact us for a **Change Request Form**.

The instructions below are for general use and navigation of i-Showcase Portal functions. For instructions on the specific type and quality of content that your brand should upload through Portal, please refer to your <u>i-Showcase Page Types Manual</u>.

Accessing Portal through i-Showcase Server

If you are accessing and managing your branded content through i-Showcase central server, you can log into i-Showcase Portal at <u>http://portal.ishowcaseinc.com</u> by using the **core brand user** login provided to you by i-Showcase Inc.

Accessing Portal through Personal Sever

If you are accessing and managing your branded content through your own personal server, installed with i-Showcase software services, you can log into i-Showcase Portal at the address provided to you by using your core brand user login.

Introducing your Dealers to i-Showcase for i-Mini

Some of your dealers may already have i-Showcase installed on their website, but if you are introducing a new dealer to i-Showcase, we have media kits ready for your brand to introduce i-Showcase to your dealers. Each new dealer must sign up for an account at <u>http://portal.ishowcaseinc.com</u> and must be approved by your brand before they can receive your branded content.



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MANAGING YOUR BRANDS

The Brand Table

The Brand Table is located under the **CONTENT MANAGER** found on the home page (...). Here, you can change settings for your brand and create/edit content.

BRANDS								
Brand Name	Actions	Brand Status	Publish	Brand Settings	Languages	Groups	News	Specification Search
s	2	DISABLE	ONOT Published PUBLISH	e de la construcción de la const			Ø	Q

Brand Name: User accounts may have access to multiple brands, and multiple users can have access to the same brand, making brand and content management easier.

Actions *is*: This leads to all of the pages and products within the brand, starting with the home page.

Brand Status: The button here will say either "DISABLE" or "ENABLE." With the click of this button, you can turn your brand's template on (\bigcirc) and off (\bigcirc).

Publish: This will show if your brand has been published (\bigcirc) or not (\bigcirc).For more about publishing your brand, see the section "Publishing your i-Showcase" on page 19.

Brand Settings These are the settings for the selected brand. This is where *languages* and *group management* are activated for use. For more information, see page 7.

Language Manager Here, you may add languages to your brand and set your default language. If you do not select any languages, your i-Showcase template will provide only one set of content to distribute. For more information, see page 7.

Group Manager in: Here, you may create dealer groups and group management users. Each group can have their own currency and prices designated, and you will also be able to disable pages and products for individual groups. For more information, see page 8.

News Manager: Here, you may create, organize, edit, and delete your news and media articles. This i-Showcase module is available upon request. For more information, see page 10.

Specification Search Manager: Here, you may create search specification types and values for you to display on product pages or integrate in a customized product search. This i-Showcase module is available upon request. For more information, see page 10.



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Brand Settings

Brand settings can be found by clicking on the *P* icon from the Brand Table. It is here that you may enable or disable the **Group Manager**, **Language Manager**, **News Manager**, and **Specification Search Manager**.

BRAND SETTING	S FOR BRAND S
Manager	Settings
Group Manager:	© Enable
Language Manager:	Enable Disable
News Manager:	Enable Disable
Specification Seach Manager:	Enable Disable
Upd	ate

Language Management

Language management for i-Showcase is designed to be both efficient for data entry and easy for users. You may select any language to provide your brand content in, and each of your i-Showcase platforms will automatically provide visitors with the option to change to that language. Your brand is responsible for providing content for each language selected.

Language Management Settings

To access the Language Management Settings, select the icon from the Brand Table. Here, you may add languages that your i-Showcase platforms will be provided in and select a default language from that list. The default language will be the initial language that your i-Showcase platforms are displayed in to viewers. If you do not activate language management for your brand, only one set of content will be used for each of your i-Showcase platforms.

LANGUAGE SETTINGS	FOR EXAMPLE BRAND			
Default La	anguage			
Available Languages:	Spanish 👻 Set			
Default Language: 1	Spanish			
Current La	anguages			
Available Languages: Spanish 🗸 Add				
×	ES:Spanish			



Using Language Management

To upload content in different languages, each category and product page in your brand will have a **Language Selection** drop down in the **Page Table** (see the section *Managing Content* for more information, page 11). Select the appropriate language before submitting content. *You must first set your languages before being able to use these controls.*

PAGE:	"EXAMPLE BRAND"
Path: Home>	
Select Language: Spanish 👻 Select Current Language: Spanish	Deselect the current Language 🔀
Page: Home: UPDATE	
Title:	guid: 1051
Status: 🥝	Brand Master ID: 99
Caption1:	Caption2:
Caption3:	Caption4:
Caption5:	Caption6:
Meta Title:	Meta Description:
Meta Keywords:	Page Type: Category (Page)

Group Management

Group Management enables you to provide separate content on your i-Mini for different groups of dealers. For example, you may have 14 retailers located in the United States and 13 located in Canada. Although they may use the same language, their currency is different. With Group Management, you can assign a different currency for US retailers and for Canadian retailers, and different prices for each product. Furthermore, you can disable one of your collections if they are not available for US or Canadian customers.

ADD NEW EXAI	USER GROUP TO MPLE BRAND	CREA	TE NEW GROUP MANAGER
Group Name:	Maximum lenght is 50 alphanumeric	First Name:	
characters		Last Name:	
	Add New Group	Username:	
ASSIGN G	ROUP TO GROUP	Password:	
N	IANAGER		Create Group Manager
Group Manager Gr	roup Action		
Select • S	Select		
	GROUP	MANAGERS	
Name	Username	Password	Group(S)
Syntest2 gmtest2	gmtest2	gmtest2	🗙 TestGroup

	USER	GROUPS	OF EXAMPLE BRAND	
Delete	Group ID	Group Name	Currency	Status
×	43	TestGroup	USD VPDATE	DISABLE



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Group Management Settings

To create and enable/disable groups, you must access the Group Management Settings from the **Brand Table** by selecting the icon. From here, you can create as many groups as necessary and designate one currency type for each group.

To organize your dealers into the groups you have created here, you must use the **Dealer Manager**. For more information, please see page 20.

Group Management Users

Under Group Management Settings, core brand users may also create **group management users**. Group management users will be able to log into i-Showcase Portal with the username and password you create for them and can access your brand. They cannot add or edit content, but they will be able to micro-manage category and product pages for their groups, where they can enable/disable pages and assign price to products. They will only have access to information for the groups that the core brand user grants them permission to.

For example, one group management user may control all of the groups in Europe (Switzerland, France, Spain, Italy, etc.) while another controls only the groups found in Asia (Japan, China, Korea, etc.). The core brand user will be able to access all groups from their account.

Using Group Management

If group management is activated, the **Group Management Table** will appear on each category and product page within your brand. From here, you may enable or disable each individual page, or specify individual prices for each product. The Group Management Table will only show groups that the current user has access to.

	(GROUP MANAG	ER	
GroupID	Group Name	Currency	Enable/Disable	
32	Group1	ریول) 0 IRR		

The Group Manager Table as it appears on a category page

		GROUP	MANAGER	
GroupID	Group Name	Currency	Price	Enable/Disable
32	Group1	43-234 IRR (J님)	43234.00	DISABLE

The Group Manager Table as it appears on a product page



News Management

Through the News Manager, you brand can announce their upcoming events, advertise their latest campaigns, and unveil their latest products around the world from a single article.

Your articles can have **filters** to help frontend users find the type of news they are looking for. To add a new filter, use the table on the left called "FILTERS." You can rename them and disable/enable them at any time.

To add a new article, select the 🗔 icon. From this page, you can submit the article title, date, article body, meta information, status of the article, and any news filters you want associated with the article.

To edit an article, select the *income found next to the article you want to modify.*

	NEWS MANAGER	
Current Language: English		
FILTERS	n e w s	
Add A New Filter	Date ID Title Events Miscellaneous	Status
Filter Name: Add New Filter	😫 📝 2012-02-27 55 Wearing X	Cinabled
Events Update DISABLED	💥 📝 2012-02-26 56 Jewelry X X	Enabled DISABLED
Miscellaneous Enabled 2 Update DISABLED	💥 📝 2012-02-18 54 Sparkles X X	Enabled DISABLED
Show Show Search	💥 📝 2012-02-17 43 March	Enabled

Specification Search Management

With the Specification Search Manager, you can create a customized product search for your users, or just a specification table fit precisely for your products (see next page for image).

To add a new specification type, use the table on the left called "NEW," and it will be added to the table on the right, where you can modify it at any time. Each possible specification value should be followed by a comma.

For example: for a luxury watch company, a specification type could be "Movement" and the specification values could include "Automatic, Quartz".

The order number determines the number the specification types will appear either on a search page or a product page. At any time, you may disable a specification type for the frontend, but you will still be able to modify and access it from the product page.



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	SPECI	FICATIO	N SEARCH CRITERIA		
Current Language: English	2027				
NEW			SEARCH CRITERIA		
Specification	ld	Specification Name	Specification Values	Order	Status
Specification Values	X 7	Collections	Collection, Men	1	Update Senabled
Order Create New Specification	# 2	Product Types	Earrings, Pendants, Bracelets, Rings, <u>Mens</u> Bracelets, Cuff Links	2	Update O Enabled

After you have added specification types to your table, you may access these through the **product page** (see page16) where you can select one, none, or multiple options.

		SPECIFICATIONS OF "11109"
Status	Criteria	Value
0	Collections	Collection Men
0	Product Types:	Earrings Pendants Earcelets Rings Mens Bracelets Cuff Links
		Update

MANAGING YOUR CONTENT

To manage your brand's content, you must select the icon from your brand in the **brand table**. This will take you to the first page, the home page, of your i-Showcase content. Once you are inside your brand, you will see several icons near the top that will help you navigate through your pages:

Home Ω : This will take you back to the **Content and Dealer Manager**.

Add Page : This will take you to the category/product creation page.

Edit Page 4 : This is the edit button for to the particular page you are on.

Back ^(m): This will take you one step back in the **path (breadcrumbs)**.

Brand Page **1**: This will take you back to the Brand Page.



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Creating Category Pages and Products

Creating a new page in i-Showcase is a quick and easy task. Simply click on the icon at the top of the category page you would like to create a new item inside.

A	DD	NEW	PA	GE/P	RO	DU	CT	то	EXAMPLE	BRAND
Page Name:										
Page Type:										
						Add	Page			

The first thing you should do is give your page a **Page Name**. Make it something unique and navigationfriendly that you will remember when you are looking for it later. This Page Name will not appear on the frontend of your i-Showcase platforms.

What type of page you want it to be will be defined by the **Page Type** that you select. For more information about your brand's specific page types, please refer to your brand's <u>i-Showcase Page Types Manual</u>.

Managing Images

For each category and product page, you can upload up to ten images as long as they are in .jpg, .png, or .gif formats. To upload an image, click the 🖃 icon, which will always be found in the first table of each category or product page.

1	MAGES OF B	RAND
Image 0	💥 Delete 15512_0.jpg ? 🦳	Upload: Choose File no file selected
Image 1		Upload: Choose File no file selected
Image 2		Upload: Choose File no file selected
Image 3f SHARE	💥 Delete 15512_3.png ? 📄	Upload: Choose File no file selected
Image 4		Upload: Choose File no file selected
Image 5		Upload: Choose File no file selected
Image 6		Upload: Choose File no file selected
Image 7		Upload: Choose File no file selected
Image 8		Upload: Choose File no file selected
Image 9		Upload: Choose File no file selected
	Update	



Images are named by two numbers: the first number is the **GUID** and the second number is the **image ID**. The GUID is determined by the page you are uploading the image to, while the second number is determined by the slot you upload the image to. This second number is important because your brand's <u>i-</u> <u>Showcase Page Type Manual</u> may, for example, specify that "0 is the main product image." In this case, the product image should be uploaded to the very first slot.

✓ OK!	
Image 15512_0.jpg uploaded.	
Extra Small thumbnail is created.	
Small thumbnail is created.	
Medium thumbnail is created.	
Large thumbnail is created.	

The above image displays the message that will appear when an image is successfully uploaded. When replacing images, simply upload a new image to that slot and hit "Update." Your browser's cache will sometimes display the old image instead of processing the new one; if that happens, just refresh the page.

Uploading Videos

i-Showcase software is fully compatible with video formats, but to display the video properly on the front end, you must request this function for each page type you intend to use it.

The Category Pages

On each **category page**, you will encounter different tables that you will use to control and navigate your brand. These tables are called the **Page Table**, **Child Page Table**, **Product Table**, and **Group Manager Table**.

Page Table (Category Pages)

All of the data related to the current category page will be presented here.

PAGE:	"EXAMPLE BRAND"
Path: Home>	
Select Language: Spanish 🗸 Select Current Language: Spanish	Deselect the current Language 🔀
Page: Home: UPDATE	
Title:	guid: 1051
Status: 📀	Brand Master ID: 99
Caption1:	Caption2:
Caption3:	Caption4:
Caption5:	Caption6:
Meta Title:	Meta Description:
Meta Keywords:	Page Type: Category (Page)



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Path/Breadcrumbs: This helps you keep track of where you are within your brand. The ⁻⁻⁻ on the top right of the page will always take you one step back in the path.

Language: *This option is only available when you have language management active for the current brand.* To preview the content on this page, you must first select a language from the dropdown menu.

Page Type: The Page Type defines how the content of the page is presented. For more information, refer to your brand's <u>i-Showcase Page Types Manual</u>.

Image Uploader 블: For more information, see the section "Managing Images."

Title: This is the page title visitors will see when they browse this page through any i-Showcase platform.

GUID: The unique identification number used for the current product or page.

Status: The status shows if the current page is enabled or disabled universally (for i-Showcase platforms). To change the status of the current page, you must select the icon on the top right and find the page within the **Child Page Table**.

Caption 1-6: These captions are used for content in your i-Showcase platforms. For more information, please refer to your brand's <u>i-Showcase Page Types Manual</u>.

Meta Title, Description, and Keywords: These fields are used as traditional meta fields for html pages.

Child Page Table

In this table, each category page inside the current category page is displayed. This table is only visible when child pages are found within the current category page.

		CHILD PAGE(S)	OF EXAMP	PLE BRAND
Delete	Guid	Page Name	Page Status	Actions
×	1165	Collections	DISABLE	
×	1169	About	DISABLE	
×	1170	Media and News	DISABLE	
×	1171	Customer Area	DISABLE	

Delete X: Clicking this will permanently delete the child page and any other child pages or product pages found inside.

GUID: This is the unique ID number of the child page.

Page Name: This is the name of the child page found within the current category page. This name is only displayed on the backend, whereas the **Title** is displayed on the frontend.



Page Status: This is where you can universally enable or disable a category page and, consequently, all pages inside. If group or dealer management is activated, enabled pages can still be individually disabled for groups or dealers.

Actions Selecting this icon will take you to the child page, where you may edit or navigate within it.

Product Table

The actions you can do here are very similar to the Child Page Table. This table is only visible when products are found within the current category page.

	PRODUCT (S) UNDER (COLLECTION	PAGE S	AMPLE 1
Delete	Guid	Product Name	Parent Status	Product Status	Actions
×	1248	Sample Product 1	0	DISABLE	
*	1249	Sample Product 2	0	DISABLE	
×	1250	Sample Product 3	0	DISABLE	

Delete X: Selecting this will permanently delete the product.

GUID: This is the unique ID of the current product page.

Product Name: This is the name of the product found within the current category page. This name is only displayed on the backend, whereas the **Title** is displayed on the frontend.

Parent Status: This shows whether the category page carrying the product is enabled or disabled.

Product Status: This is where you can universally disable and enable a product page. If group or dealer management is activated, enabled products can still be individually disabled for groups or dealers.

Actions 🔄: Selecting this icon will take you to the product page, where you may edit it.

Group Manager Table (Category Pages)

If you have group management activated for your brand, you will see the **Group Manager Table** on each category and product page. In this table, each group that you have made will be listed, along with their currency (currency is selected from the Group Management Settings, page 8). From this table, you can enable/disable individual pages.

		GROUP MANAGE	R	
GroupID	Group Name	Currency	Enable/Disable	
32	Group1	0 IRR (العلى)	ENABLE	



Editing Category Pages

To edit a category page, simply click the *localed* icon located in the top left corner. If you have language management activated for your brand, you must specify which language you would like to submit content for.

From the edit page, you can change the **Page Name**, the content in **Captions 1-6**, and the **Meta** information. You *cannot* change the Page Type here though—you must do this on the previous page in the **Page Table** instead. Content in Captions 1-6 are read as html, so you may use any html, JavaScript, or CSS. Please see your brand's <u>i-Showcase Page Types Manual</u> for more information on filling out your pages.

The Product Pages

To edit a product listed in the Product Table, click the appropriate icon under **Actions**. If you have language management activated for your brand, you must specify which language you would like to submit content for before being able to access the content fields.

These instructions are only guidelines on how to control and edit your product pages. To find out what fields your brand should should fill out, please refer to "Product Page – Page Type 2" in your brand's <u>i-Showcase</u> <u>Page Types Manual</u>.

Product Information Table

You will find general product information that you can enter here. Each of these fields may or may not be used in your i-Showcase pages, and some may even be required, but they are all available to integrate at your request. When you enter data here, make sure to hit the "Update" button on the bottom right.

	PRODUCT: "	SAMPLE PF	RODUCT 1"
		Product Details	
Brand: guid: Parent Page Name: Page Type: Path:	Example Brand 1248 Collection Page Sample 1 Product Example Brand>Collections>Collection Page Sample 1> Product 1	Parent Status: Product Status: Sample	0
-	SANIPLE 1248_0.jpg		
Model Number:		Is Item Orderable?	🛇 Yes 🔘 No
Retail Price:		Unit (Wholesale) Price:	
Min Allowed Price:		Sale Price:	
Stock Number:		Item Weight:	
Related Items guid:			Update



Product Specifications Table

The product specification table can be used in two ways.

1 – Product specification search is enabled

		SPECIFICATIONS OF "11109"
Status	Criteria	Value
0	Collections	Collection Men
0	Product Types:	Earrings Pendants Bracelets Rings Mens Bracelets Cuff Links
		Update

If your brand is using product specification search, you will be able to select each specification type here as defined by your settings in the **Specification Search Manager**. Please see the section "Specification Search Management" (page 10) for more information.

You may select one, none, or multiple specification values for each specification type. If a specification type is disabled through the specification search manager, you may still select values from this table. These specification types may also be used in other functions or displayed on the front end as requested.

2 – Product specification search is disabled

	SPECIFICA	TIONS OF	"SAMPLE I	PRODUCT	1 "
		Spec. Field Name:	Spec. Field Value	ə:	submit
×	123		abc		

If your brand is not using product specification search, you can use this function to display a simple table on your branded product pages. If this function is already integrated in your current product pages, please see your brand's <u>i-Showcase Product Types Manual</u> for instructions. If it is not, you may make a **change request** to use it.

Page Table (Product Pages)

The third table you will find on this page will be exactly the same as when you edit a category page (see next page for image). It will have the **Page Name**, **Page Type** (automatically "Product"), **Captions 1-6**, and the **Meta fields**. For instructions on how to fill in these fields for your products, refer to "Product Page – Page Type 2" in your brand's <u>i-Showcase Page Types Manual</u>.



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Page | 18

	EDIT SAMPLE PRODUCT 1
Page Name:	Page Type: Product
Page Type:	Product Status: 📀
Caption1:	Caption2:
Caption3:	Caption4:
Caption5:	Caption6:
Meta Title:	Meta Description:
Meta Keywords:	
	Update Page

Group Manager Table (Product Pages)

If you have group management activated for your brand, you will see a fourth table on the product page called the **Group Manager Table**. In this table, you can specify a price for each group and enable or disable the product for certain groups. The currency used for each group can be changed through the Group Management Settings (see page 8).

		GROUP	MANAGER		
GroupID	Group Name	Currency	Price	Enable/Disable	
32	Group1	43-234 IRR (රසු)	43234.00	DISABLE	



Editing Product Pages

≌ × ERROR!

Page Name can not be empty!

Whenever you successfully update your product page, the page will be refreshed and you should be given a message in green that confirms your updates. If you do not, check to make sure you entered the data properly. If there is an error with the information you have tried to submit, you will be given a message in red telling you what problem has been encountered. If you have issues understanding the problem or working around it, please contact i-Showcase Inc. for assistance.

Publishing Your i-Showcase

Although content submitted or modified on existing pages are updated on i-Showcase platforms in real time, new pages must be **published** before they go online. To do this, return to the **Brand Table** by clicking the **1** icon on the top right. Find the brand you would like to update and hit the "PUBLISH" button. Your template will be updated on all participating retailer websites.

If you do not see a button, and only see " Published," your branded content is already up-to-date.



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MANAGING YOUR DEALERS

Being able to manage your dealers easily and quickly is one of i-Showcase's greatest features. Using our flexible modules, you can filter the information sent from your brand to each and every retailer individually, or as a whole.

Approving and Rejecting Dealer Permission

At any time, you may approve or reject dealer access to your i-Mini from the **Dealer List**. To do this, you must first select "Gain Ownership" to allow the dealer's connection to i-Showcase.

			DE	ALER LI	ST
Ownership	Dealer (UserID)	Domain Address	Claim/Reject Ownership	Access Permission	Dealer Groups
×	raym (51)	http://www.vivlet2.com	Gain Ownership		
×	fname2 (61)	http://www.vivlet.com	Gain Ownership		
1	vivcen (89)	http://www.vivletcenter.com/	Reject Ownership	Access Permission	Group Manager
×	mrgan (87)	http://www.gandivajewelers.com	Gain Ownership		

Then, select "Access Permission." This will take you to a table where all of the brands you have access to are listed. Here, you may grant or deny access to each brand individually.

	ACCESS	PERMISSION FOR VIVCEN
Brand Name	Access Status	Actions
example	×	Grant Access

Approving and rejecting dealer permission is instantaneous and absolute. You do not have to worry about dealers and third parties accessing your secured information without your permission.

Creating Dealer Groups

To organize your dealers into groups, you must first enable Group Management from your Brand Settings (page 7) and create groups in your Group Management Settings (page 8). Once you have done this, you may begin dividing your dealers into one or several groups by selecting the "Group Manager" button from the Dealer List.



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TERMS AND DEFINITIONS

I-SHOWCASE:

A suite of software that manages brand content and distributes them live to i-Showcase platforms around the world.

I-SHOWCASE PLATFORMS:

Any of the platforms that i-Showcase distributes branded content too, including i-Mini, i-Web, i-MWEB, and i-MAPPs.

I-MINI:

i-Showcase Mini Websites for brands to display remotely on retailer websites. They are controlled in real time and can be updated, deleted, or completely renovated instantaneously.

I-WEB:

i-Showcase integrated websites for brands. These websites can be updated simultaneously alongside branded i-Minis for the easiest way to streamline branded content across the world. Customized modules help to make the perfect brand website to cover all manufacturer needs.

I-MWEB:

i-Showcase integrated mobile websites for brands. These websites are created to be fully compatible with any mobile device, including smart phones and tablets.

I-MAPP:

i-Showcase integrated mobile applications for brands. These applications are created to be fully compatible with any mobile device, including iPhones, Android phone, and iPads.



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I-SHOWCASE PORTAL:

The i-Showcase central control panel where brands and retailers may access their accounts. From here, brands may create, modify, control, and distribute their content across all i-Showcase platforms uniformly.

CONTENT MANAGER:

Where brands can access, add, modify, delete, and control their branded content online.

DEALER MANAGER:

Where brands can enable/disable dealers and sort them into groups.

CORE BRAND USERS:

Brand users who have full access to the branded content, dealer management, and group management.

GROUP MANAGER USER:

Brand users who have only access to the dealer groups assigned to them. They cannot change any brand content, only enable/disable pages and assign product prices for each group they have permissions for.

CHANGE REQUEST:

A form from a brand to create or change either a function or a module, the template of a page type, or the graphical interface of the frontend design.



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