

Mar-14

## System location

Mascus admin

## Reason

To help managers / administrators set up the client customer and explain the tick boxes in admin services

## Basic set up tick boxes (The minimum settings for an customer listing account)

### PrintTools

Will activate the print tools in Mascus admin.

The client will be able to print basic stock lists and see the Mascus data input form

Listing, List with pictures, Windscreen ads.

**Why?** add value to the basic Mascus service and reduce admin for the client.

### WaLeads

Will allow want ads from the Mascus to be passed to this customer on the designated Want ad address(s) in the admin.

Customer can select what Want ad products he/she is interested in receiving in Customer admin.

Always allow all want ads from that customers industry initially on set up to give max response.

**Why?** Want ads are a valuable lead for the customer. He/she should respond to all Want ads!

The customer should want to get these contacts. They show our system is working for their benefit.

### IronPlanet

Activates the 'IronPlanet' buttons in Customer admin against the clients machines.

Mascus sales need to tick this box on new sales account type clients.

\*\*\* Un-check this box for Auction type clients. (Ensure 'Auction' box is ticked to display in the Auction section)

**Why?** Promote Iron Planet service to client. Enquiry sent to IPlanet sales to contact client. IP Enquiries = €€€€€€€€

Uncheck this box if client does not need / want the Iplanet service.

### AllAds

Will activate the link allowing a buyer visiting one advert of the client to see all that clients ads in a list.

All clients stock ads connected together giving max exposure

**Why?** More adds seen by a visitor gives more exposure to your clients stock = more sales=happy Mascus customers!



## Extra Services (Upsell?)

Extra services that may require Hki set up or involvement for the solution and Country sales needs to agree a charge with client.

\*\*\* Sales note -Extra Services that once available to the client make it difficult to leave Mascus \*\*\*

Most Products here are found in the Mascus intra - or can be customized!

### MPlus

**Activated by Jira request io Mascus IT dept** on setting up a customer data feed link to a customers used webpage on the Customers website

Sales have to advise by Jira the type of plus required and a layout ( & price ) agreed with the customer before this service is available

**This service is not available instantly** and can take 5 to 10 working days to set up. ( Speak to Regional Manger for advise)

**NOTE - The tick box 'Plus' should be activate in the Customer users accounts also! To activate that users control of display on the Plus place.**

**Why?** Reduce customer administration of his own website stock. Input into Mascus = data formatted and displayed in own webpages.

Good adverts on mascus = good adverts on own webpages.

more info > [http://www.mascus.co.uk/Html\\_Template.aspx?product=plussolution](http://www.mascus.co.uk/Html_Template.aspx?product=plussolution)

### DealerMobile

**Activated by Jira request io Mascus IT** to supply Customer with a mobile link for smartphones

**Why?** Smartphone / tablet browsing is increasing method of buying over the internet. It's the future!

Client starts using this link to send his stock to buyers and salesteam makes it difficult to close Mascus service!

more info > [http://www.mascus.co.uk/Html\\_Template.aspx?product=dealermobile](http://www.mascus.co.uk/Html_Template.aspx?product=dealermobile)

### Publisher

**Activated by Jira request io Mascus IT dept** on setting up a customer agreed PDF format layout (s) to print sales promo documents

Sales have to advise by Jira the type of print formats required and layouts ( & price) agreed with the customer before this service is available

**This service is not available instantly** and can take 5 to 10 working days to set up. ( Speak to Regional Manger for advise)

\*\*Mascus sales people may require training to show the client how to use this service effectively

**Why?** Customers like to have print facility to have hand outs at fairs/ trade shows to promote latest stock!

Good quality ads on mascus shows good print adverts!

more info > [http://www.mascus.co.uk/Html\\_Template.aspx?product=publisher](http://www.mascus.co.uk/Html_Template.aspx?product=publisher)

### MailOffer

**Activated by Jira request to Mascus IT** on setting up a customer agreed Email format layout (s) to add stock items selected by the client

Sales have to advise by Jira the type of Email format required and a layout ( & price) agreed with the customer before this service is available

**This service is not available instantly** and can take 5 to 10 working days to set up. ( Speak to Regional Manger for advise)

Mascus sales people may require training to show the client how to use this service effectively

**Why?** Customer data on Mascus is available to be selected and sent to their clients in a formatted e mail which is live and opens product card.

Effective e mail marketing. Sends only the stock that that particular client buyer is interested in seeing!

more info > [http://www.mascus.co.uk/Html\\_Template.aspx?product=emailoffer](http://www.mascus.co.uk/Html_Template.aspx?product=emailoffer)

### Reporting

Allows the client to access the Geo coding reporting tool in the customer admin

**Activate Instantly by Sales.**

**Why?** Customers want to analyse stock views, contacts and where the contacts are located in the World.

\*\*Warning- can be a dangerous tool to offer with low contact requests\*\*

more info > [http://www.mascus.co.uk/Html\\_Template.aspx?Content=html\\_about\\_reporting\\_tool](http://www.mascus.co.uk/Html_Template.aspx?Content=html_about_reporting_tool)

- Reporting E-mail  
 Activates the service to e mail the customer a report tool pdf report at the end of the calendar month.  
**Why?** Integration Customers (who dont use Cust. admin) want to analyse stock views, contacts and where the contacts are located in the World.  
**\*\*Warning-** can be a dangerous tool to offer with low contact requests\*\*
- SearchLogo  
 Activates the service to display the Logo from the Locator logo image on all stock machines in search lists on Mascus.  
**Why?** Sell client the extra exposure of his Logo attracting visitors to his stock.
- DataExport  
**Activated by Jira request to Mascus IT** dept on setting up a customer agreed Import mapping or export file to add/export stock to /from Mascus  
**Sales have to advise by Jira the type of export/ import required and a price agreed with the customer before this service is available**  
**This service is not available instantly** and can take 5 to 10 working days to set up. ( Speak to Regional Manger for advise)  
**Why?** Customer may want to import his stock from his website or another data provider  
 Customer may want to export his Mascus data to another web marketplace!  
**Sell the client ease of data entry to Mascus or how Mascus can help admin his stock to other marketplaces.**  
 more info > [http://www.mascus.co.uk/Html\\_Template.aspx?product=importexport](http://www.mascus.co.uk/Html_Template.aspx?product=importexport)
- Attachments  
 Activated by Mascus sales to allow attachments pdfs to be data downloaded to the stock machine files  
 Spec sheets etc  
**Why?** Some technical loading information may need to be shown with the stock sale item
- Extra Videos  
 Activated by Mascus sales to allow extra video links to be entered by the customer from social websites.  
**Why?** Customers like to show videos of stock sale items in preference to pictures.
- SMS  
**Activated by Mascus IT** dept on setting up a customer account to send SMS contacts to the customers elected mobile phone.  
**Sales have to advise by Jira the customer account and a price agreed with the customer before this service is available**  
**This service is not available instantly** and can take 3 to 5 working days to set up.  
**Why?** Customers want to have all contacts requests to their mobile so they can respond immediatley.  
**\*\*Warning-** SMS costs money make sure this service is charged for\*\*
- Auction  
 Activated by Mascus sales to indicate this mascus account is a Auction type client.  
 All ads will be shown in the auction page and serach of the Mascus dbase.  
**Why?** Auction and sale machines are not seen together in the same lists on Mascus.  
 Auction start bid pricing is not mixed with Sale offer priced stock.  
 more info > [http://www.mascus.co.uk/Html\\_Template.aspx?product=auction](http://www.mascus.co.uk/Html_Template.aspx?product=auction)
- Parts  
 Activated by Mascus sales to indicate this Mascus account is a Parts type client.  
 All data entered will be seen in the Parts dbase of Mascus only. Not in the machine /truck pages.  
**Why?** Separate the data from parts listing format from the Machine /truck format in Mascus
- FBapp  
**Activated by Mascus IT dept** on Facebook page build - Indicates that a stock export to facebook application is activated for this client.  
**\*\*This application is for clients that are active in Facebook Mascus IT cost to build ! Charge the client!**  
**Sales need to supply customer fcbook admin user rights to IT dept to build.**  
**Why?** Offer this service for those that are active in Facebook with their own company pages -( sometimes driven by Mrktg dept)  
 This is another display tool of stock on Mascus that 'locks' the client to Mascus!

**ADMIN: Services** Help?

Basic set up	Extra services (upsell?)	
<input type="checkbox"/> PrintTools	<input type="checkbox"/> MPlus	<input type="checkbox"/> Reporting E-mail
<input type="checkbox"/> WaLeads	<input type="checkbox"/> DealerMobile	<input type="checkbox"/> DataExport
<input type="checkbox"/> IronPlanet	<input type="checkbox"/> Publisher	<input type="checkbox"/> Attachments
<input type="checkbox"/> AllAds	<input type="checkbox"/> MailOffer	<input type="checkbox"/> Auction
	<input type="checkbox"/> Reporting	<input type="checkbox"/> Parts
		<input type="checkbox"/> SearchLogo
		<input type="checkbox"/> Extra Videos
		<input type="checkbox"/> Facebook App