BMW GROUP

MARKET FRONT END (MFE) USER GUIDE

WHY HAS IT BEEN MADE, WHAT IS THE IMPACT, WHAT IS NEW

CB-DC-43

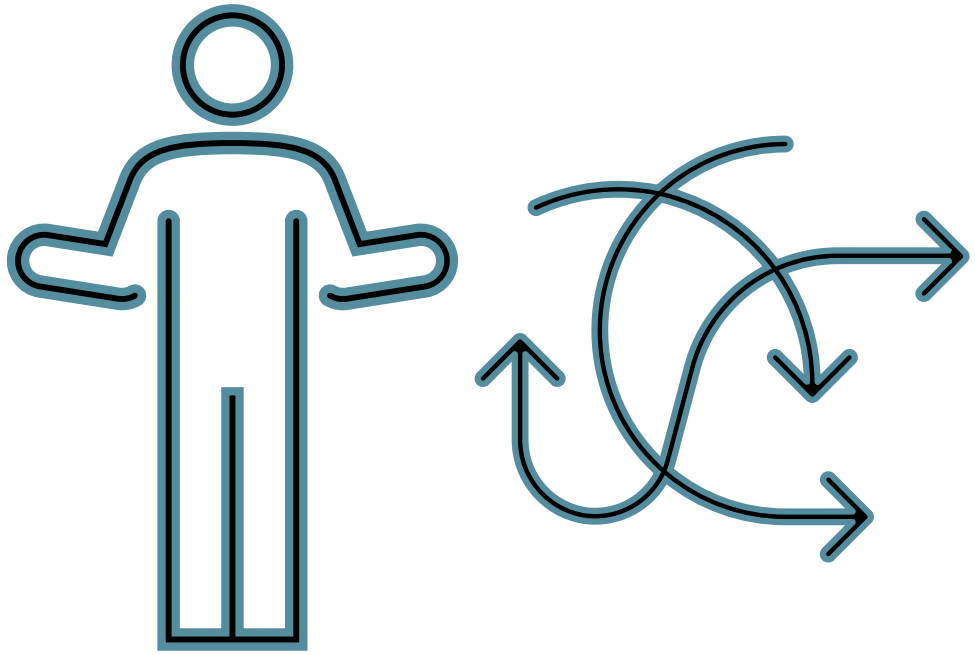
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WHY ARE WE CREATING THE MFE?

- The current process can be complex
- Markets work with different tools and playlists
- Finding the right content can take time
- Local content is not always easy to create or adapt
- We want to make the whole process simpler
- To distribute relevant content to dealers faster
- To tailor to market needs better



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WHAT WILL IT MEAN FOR YOU?

- Content better matched to local requirements
- Ability to tailor content distribution to different dealership zones
- Clearer prioritisation of displayed content
- Better support for local communication
- A much simpler and more consistent user experience
- A more efficient overall process
- Less navigation around several different areas of the webpage



WHAT ARE THE NEW COMPONENTS?

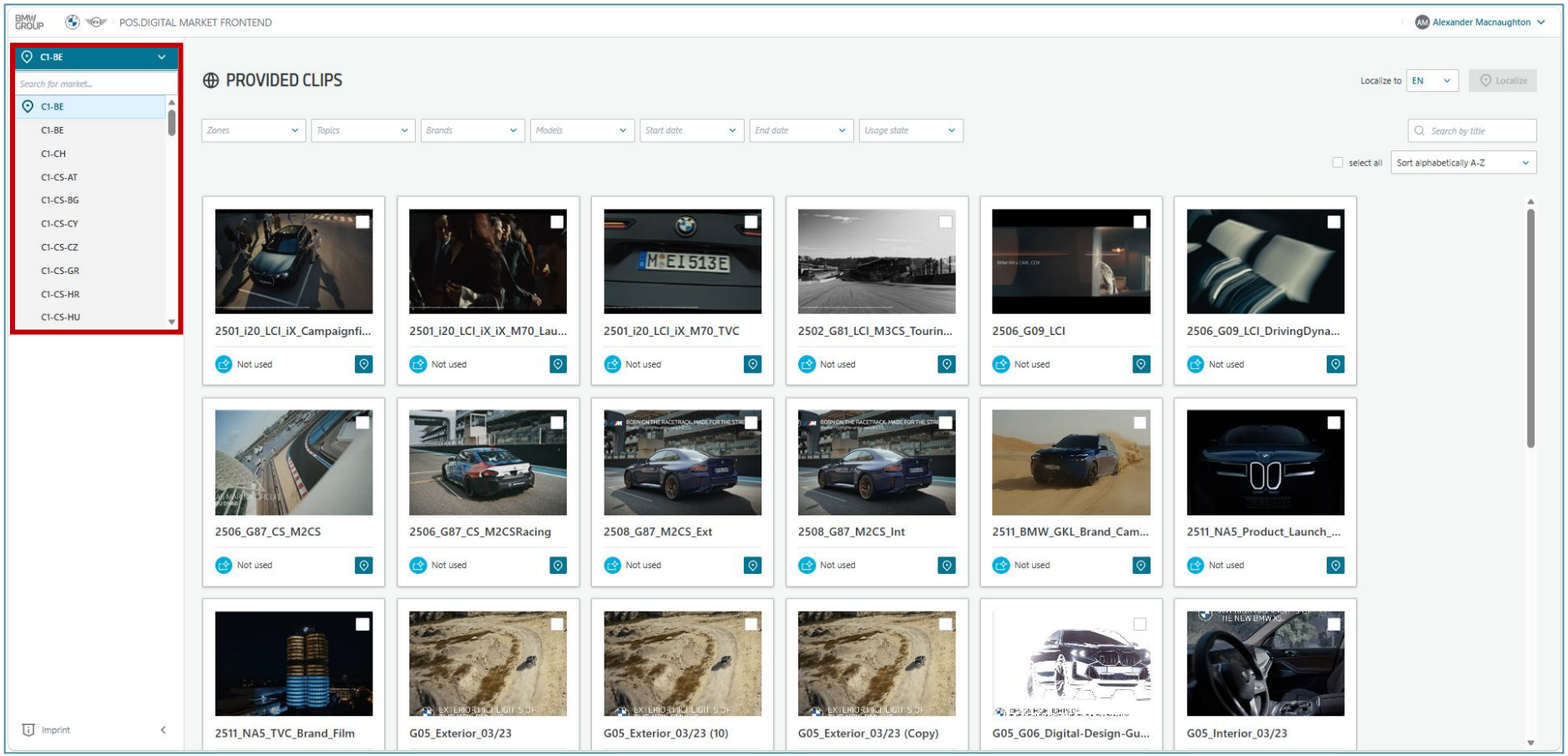
- Provided Clips
  - Provided Clips is the new version of the Central Folder
  - This is where all the central clips are stored, which dealers can then localise to their markets

- Market Clips
  - Market Clips is the new area where localised clips are stored
  - This is where dealers can edit their local clips and where they can eventually be released

- Zone Mixer
  - Zone Mixer is the new area where the content displayed on various showroom screens can be distributed
  - A total of 7 topics can be weighted in different amounts to indicate the proportion that content should be shown

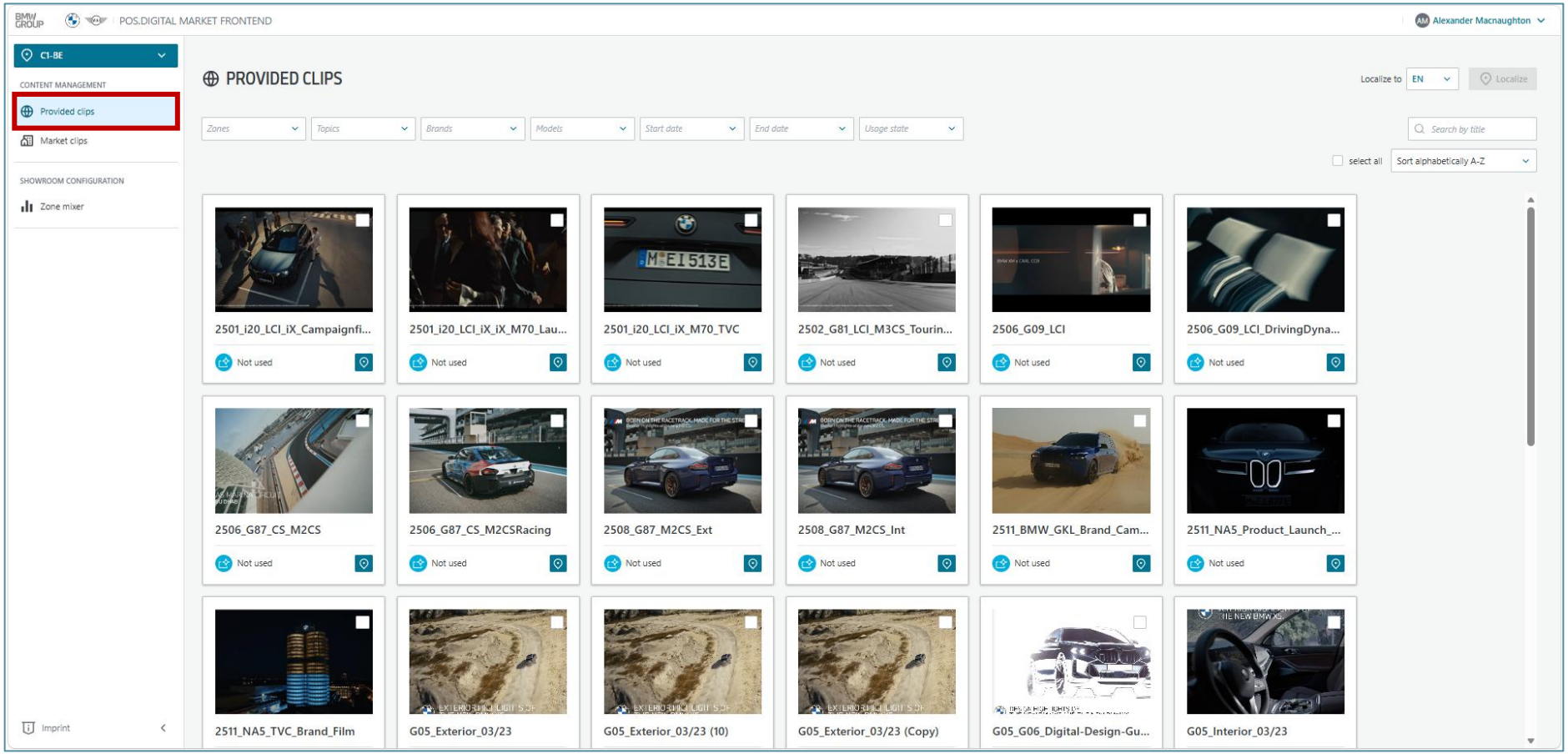
WHERE DO I FIND CENTRALLY STORED CLIPS?

SELECT THE MARKET



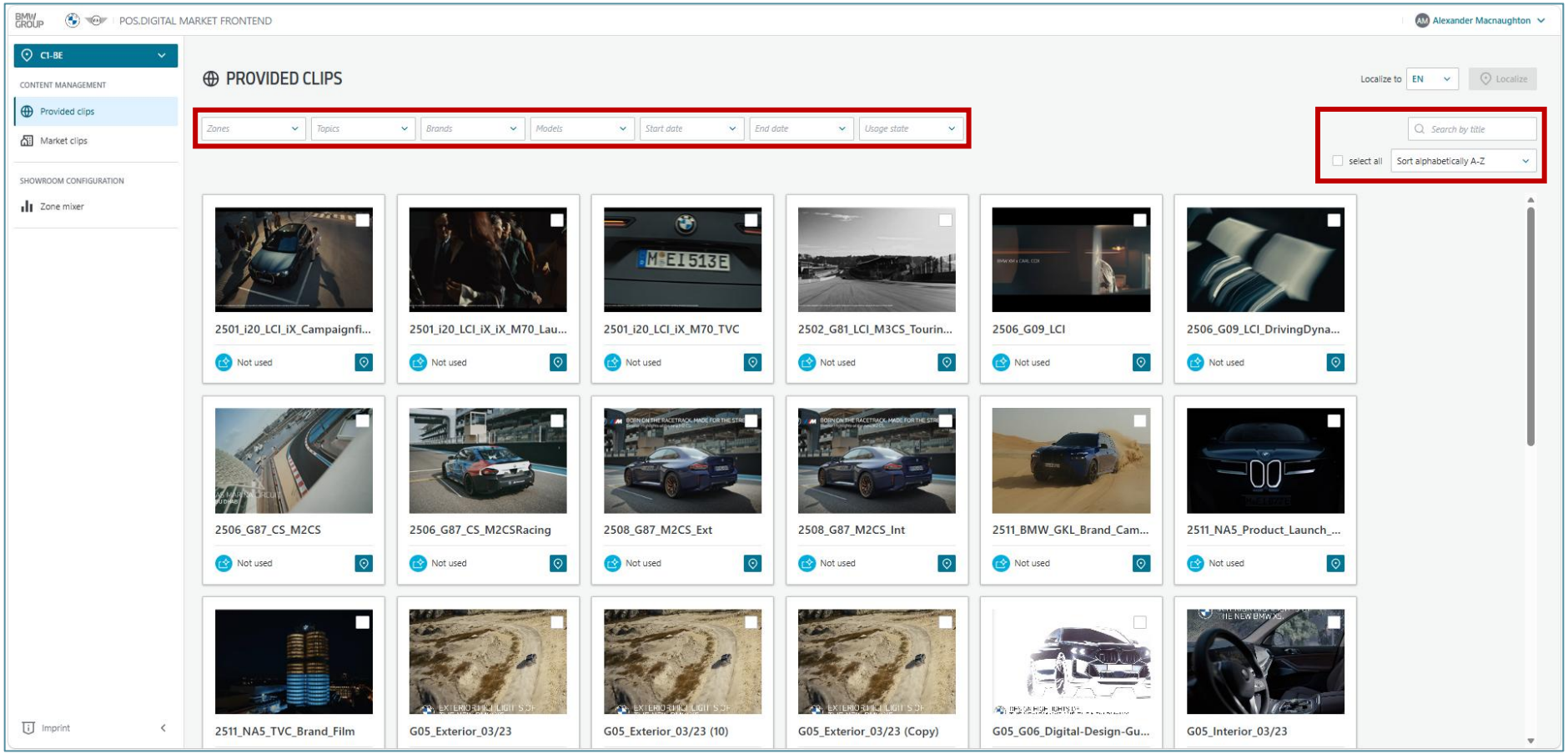
First thing to do is pick your market. You can do so by clicking on the blue button in the top left and choosing from the dropdown menu, or by searching.

PROVIDED CLIPS PAGE



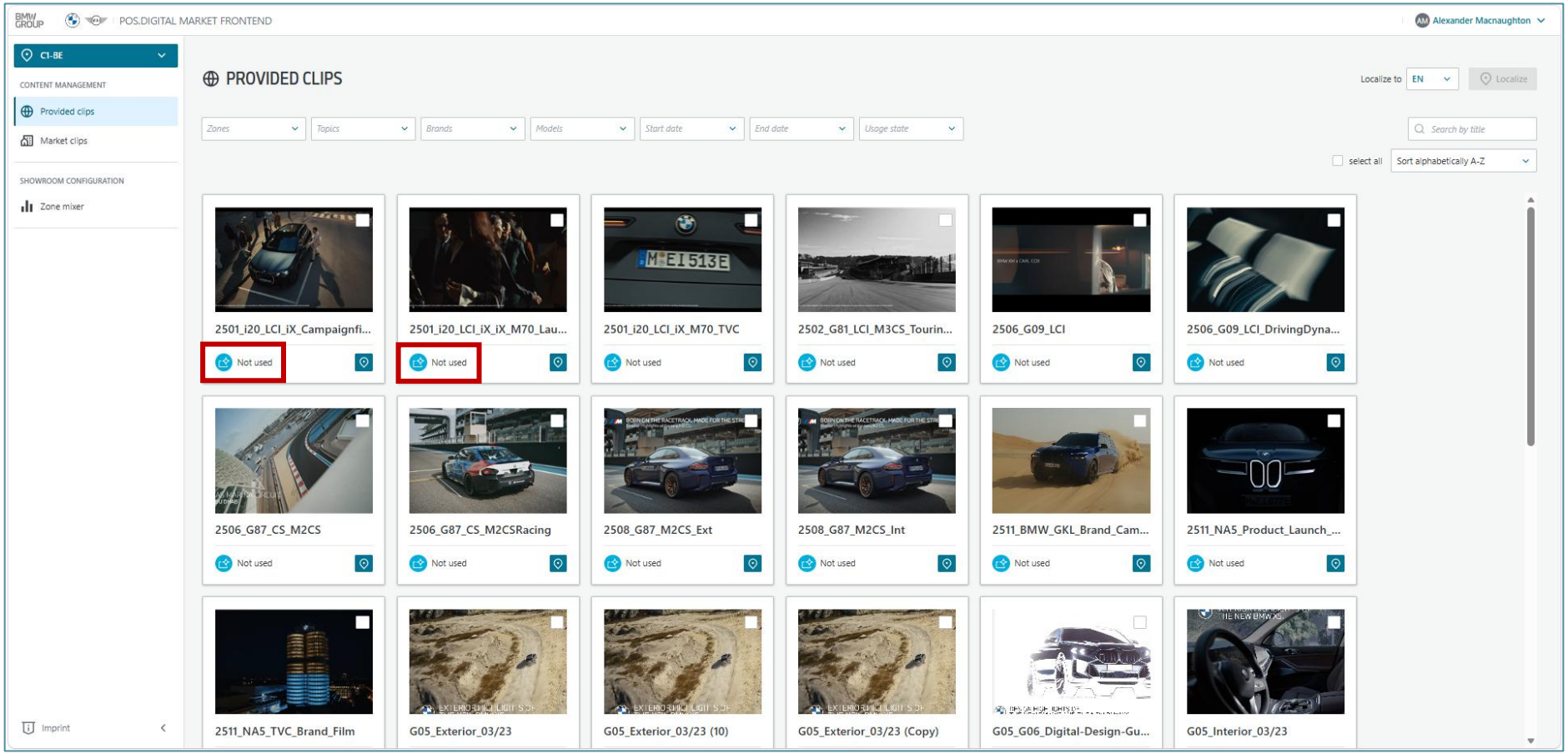
You will then land on the “Provided Clips” page. This is where all the centrally provided clips are stored (new BMW and MINI Models, Accessories, Lifestyle, Finance Services).

FILTER AND SEARCH



Along the top of the page, you can see all the various filters you can set. This will allow you to specify content and only display the content you are looking for. There is also the option to search for a video by its title, and sort the clips displayed in various ways.

CLIPS YET TO BE LOCALISED

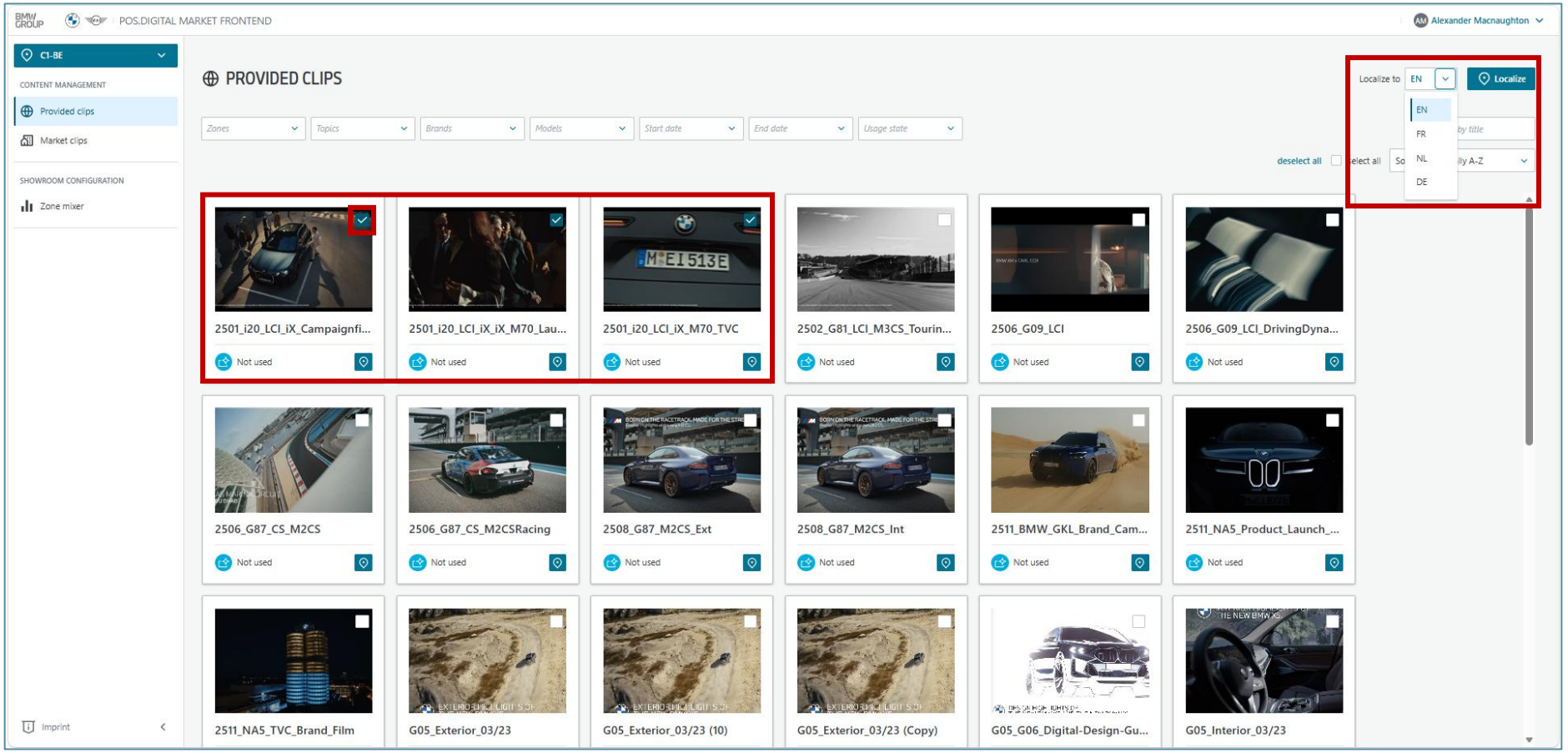


All the clips currently displayed on this page are labelled as “Not used” which you can see written under each clip. This simply means, the clips hasn’t been localised to a market yet.

HOW DO I LOCALISE A CLIP?

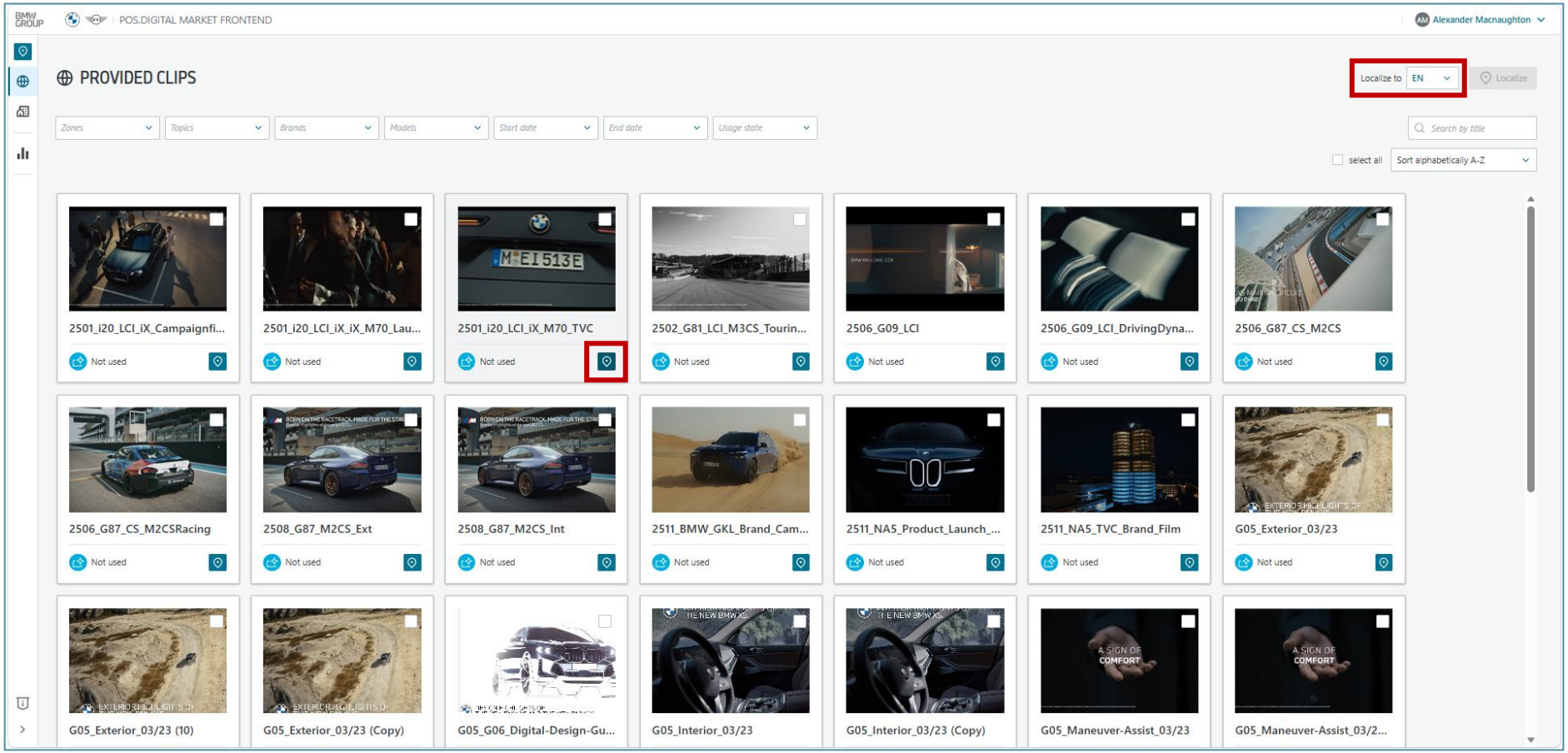
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SELECTING THE CLIPS



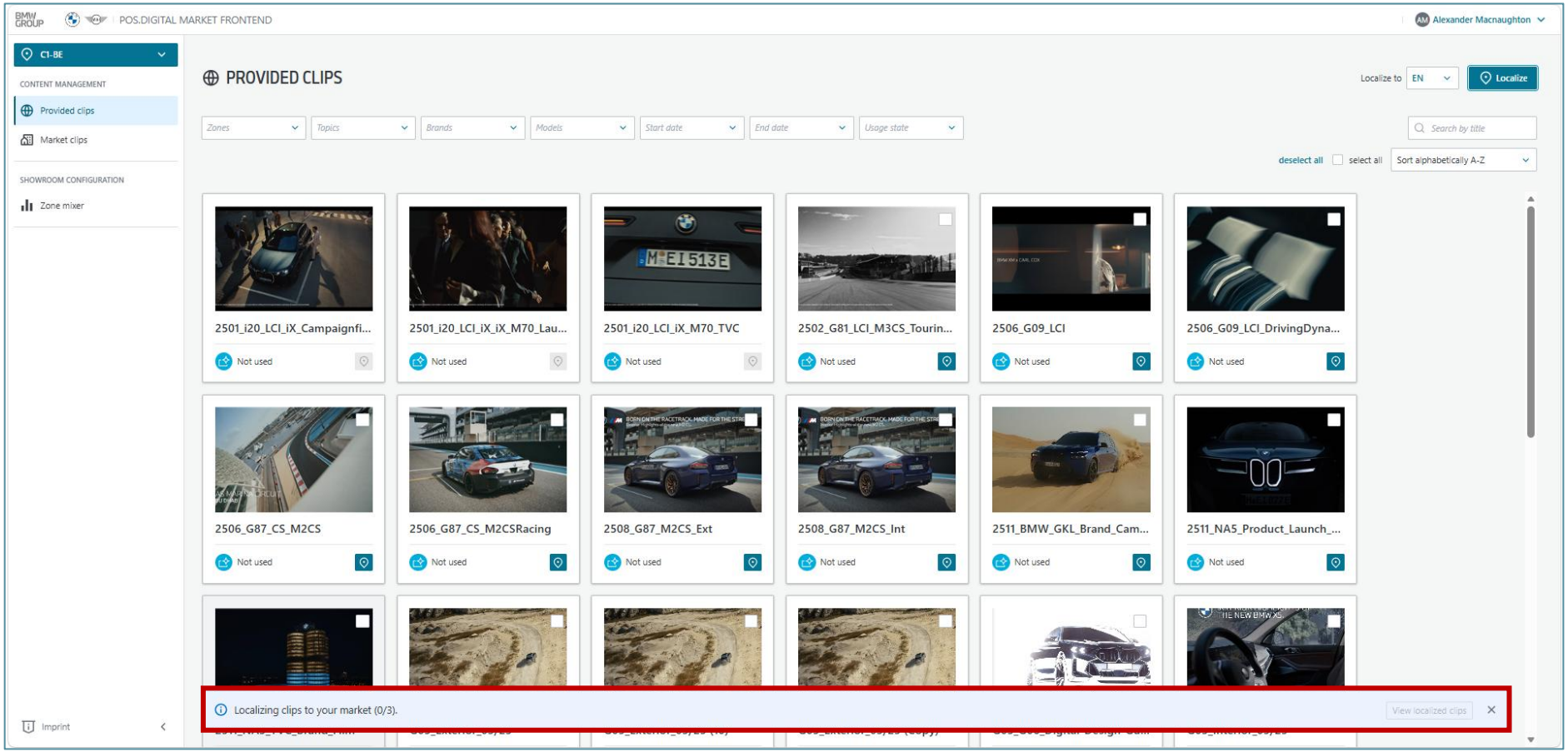
Select the clips you would like to localise by clicking on the check box in the top right of a clip. The “Localise” button in the top right of the screen will then highlight in blue. As we are currently set to the Belgian market, we have the choice of localising a clip in EN, FR, NL or DE. Once you have set the language you would like to localise to, simply click “Localise”.

ADDITIONAL SHORTCUT



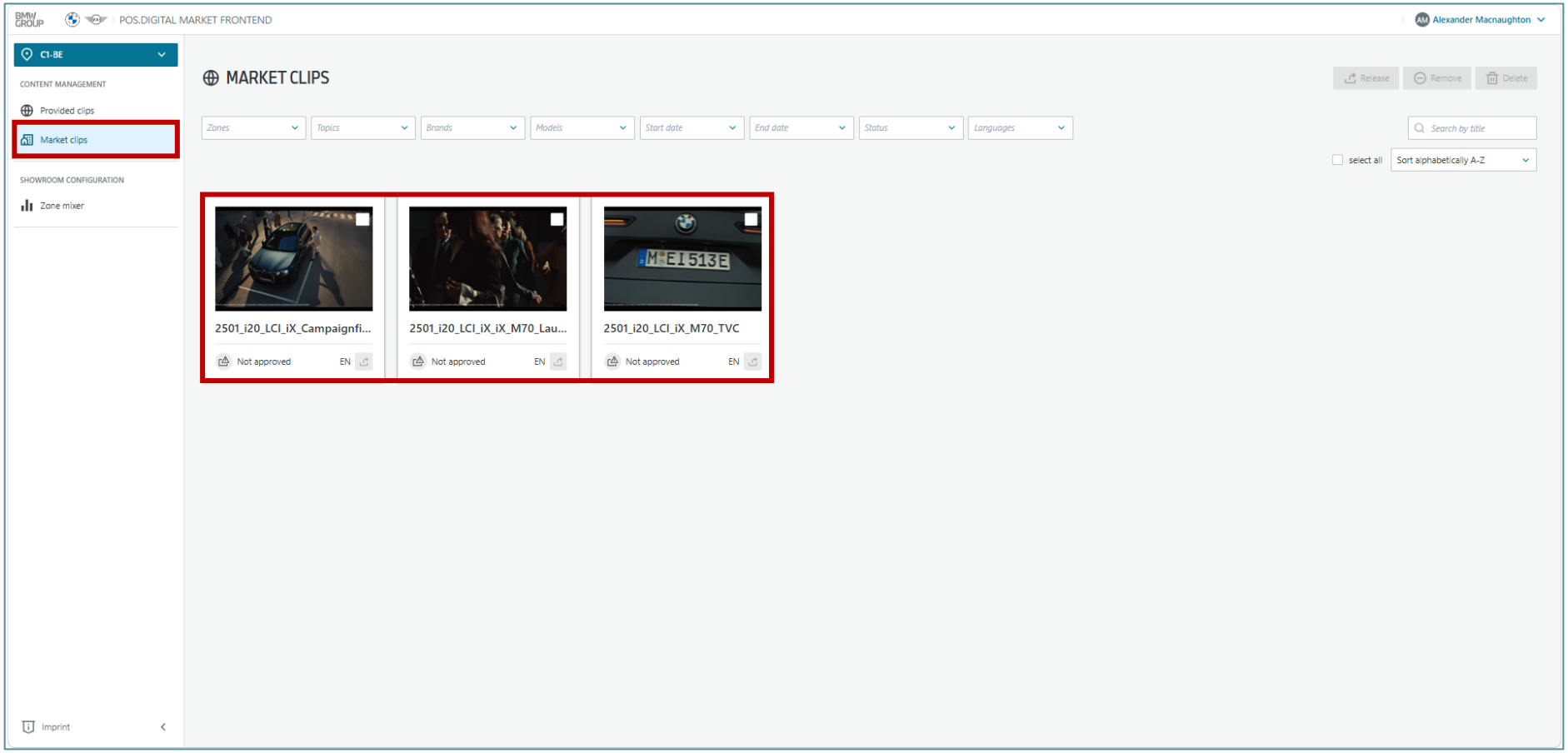
Another quick way to localise a clip is by simply clicking on the blue pinpoint icon in the bottom right of a clip. You must just make sure you have the relevant language set in the top right.

CLIPS BEING LOCALISED



A message will then pop up along the bottom of the screen, to indicate your clips are currently being localised.

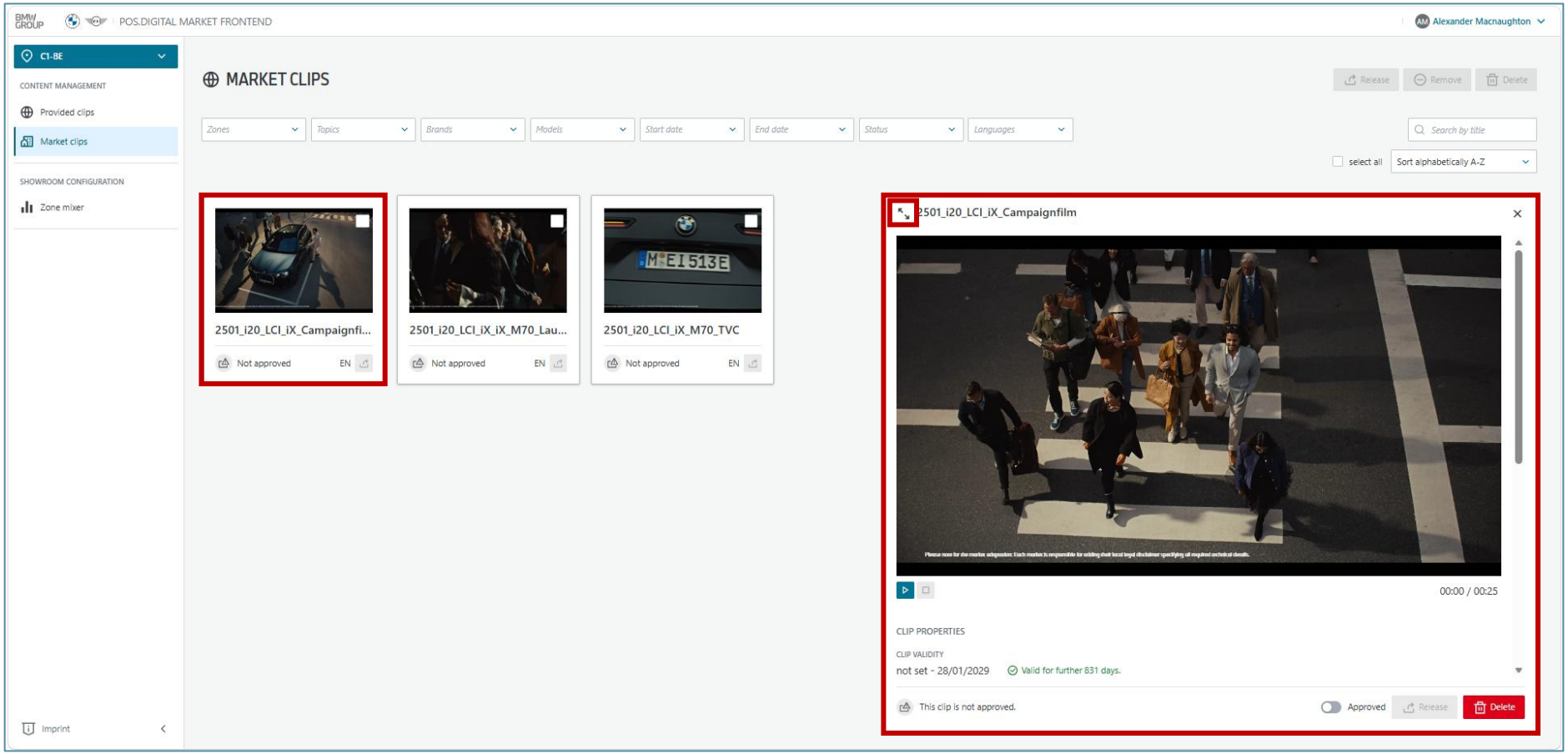
CLIPS NOW LOCALISED



When you now navigate to the “Market Clips” page, you will see the clips that you localised.

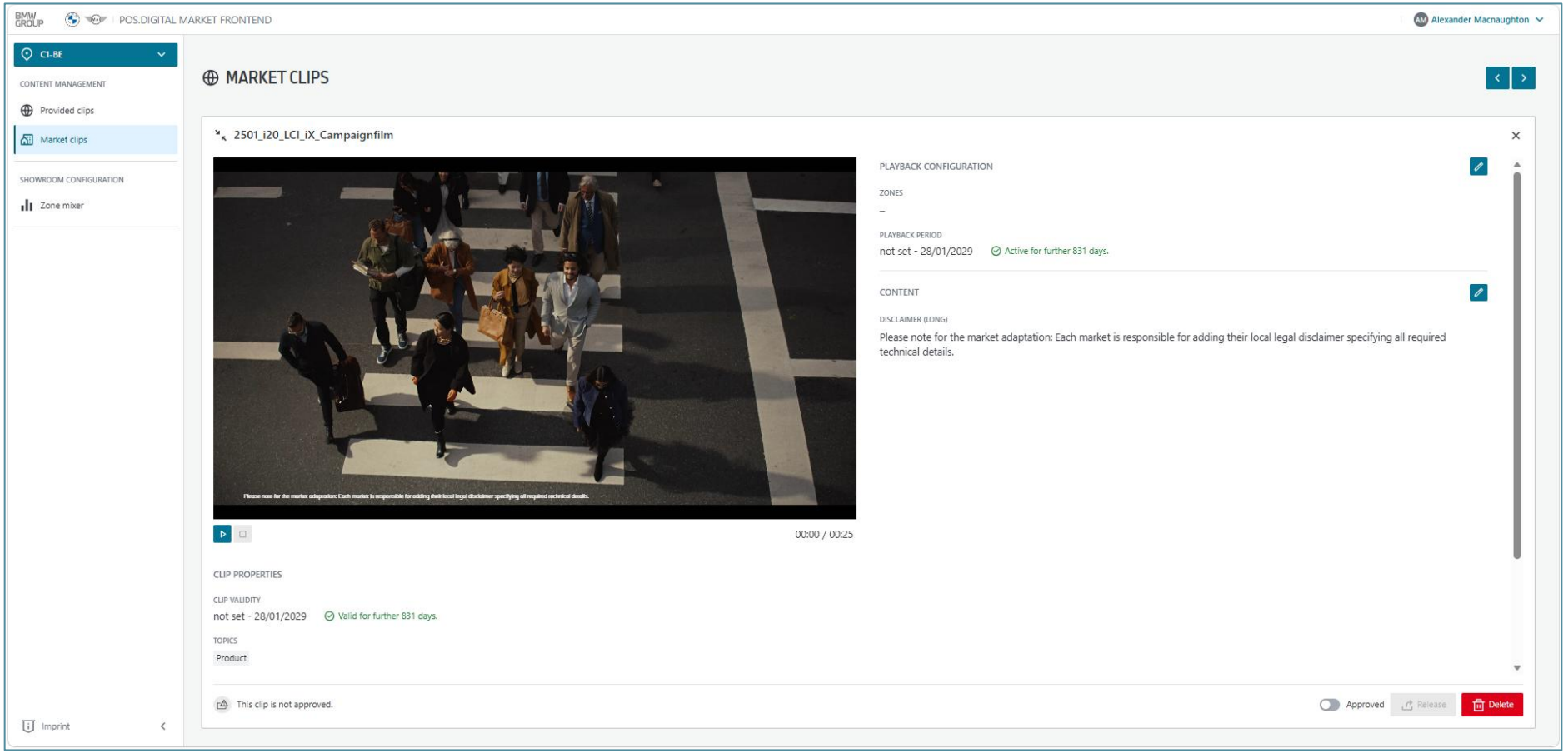
HOW DO I EDIT A CLIP?

OPENING A CLIP



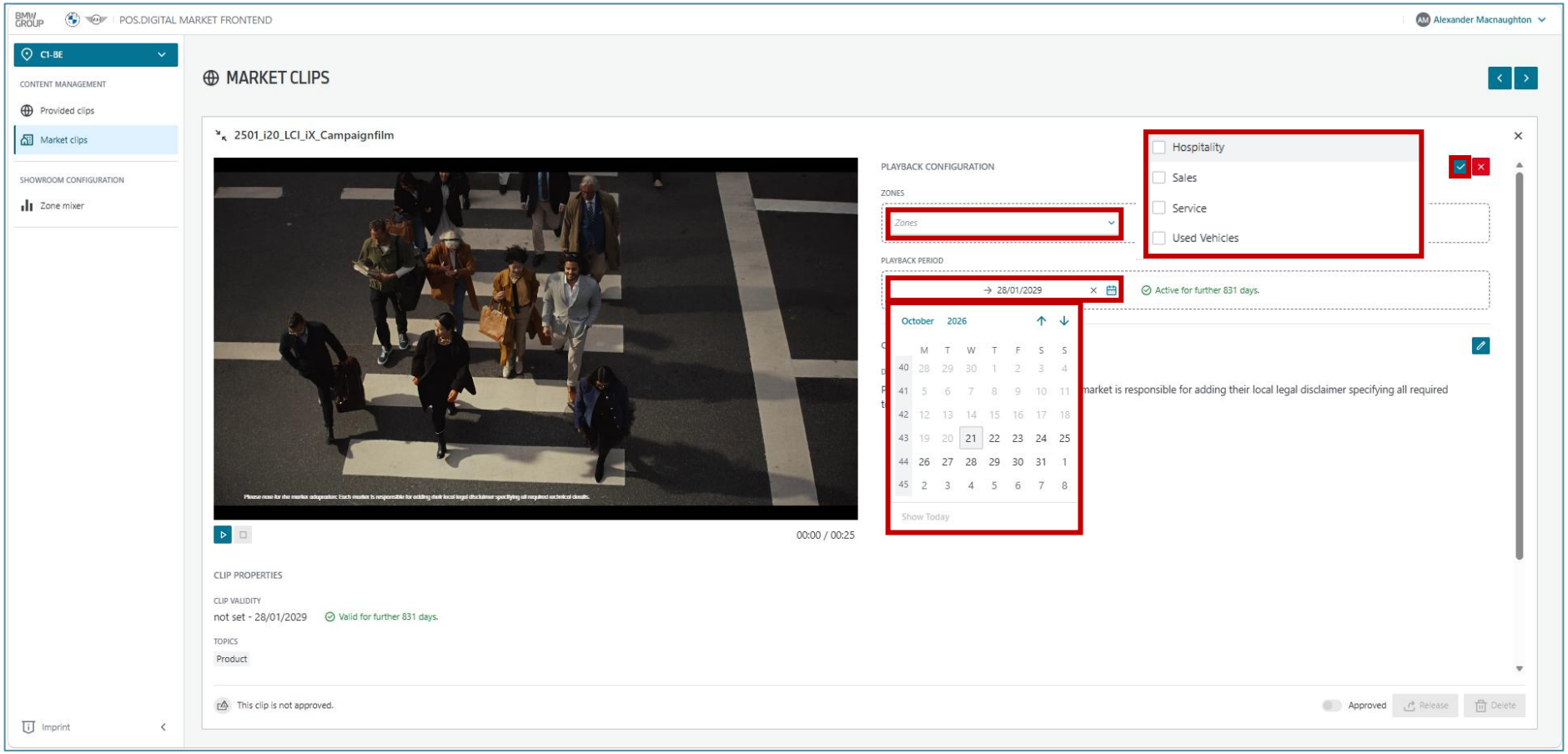
To edit a clip, simply click on the centre of the image in the clip, and an external window will pop up on the right-hand side. To make it easier to see, you can click on the maximise window icon in the top left of the pop up.

CLIP OVERVIEW



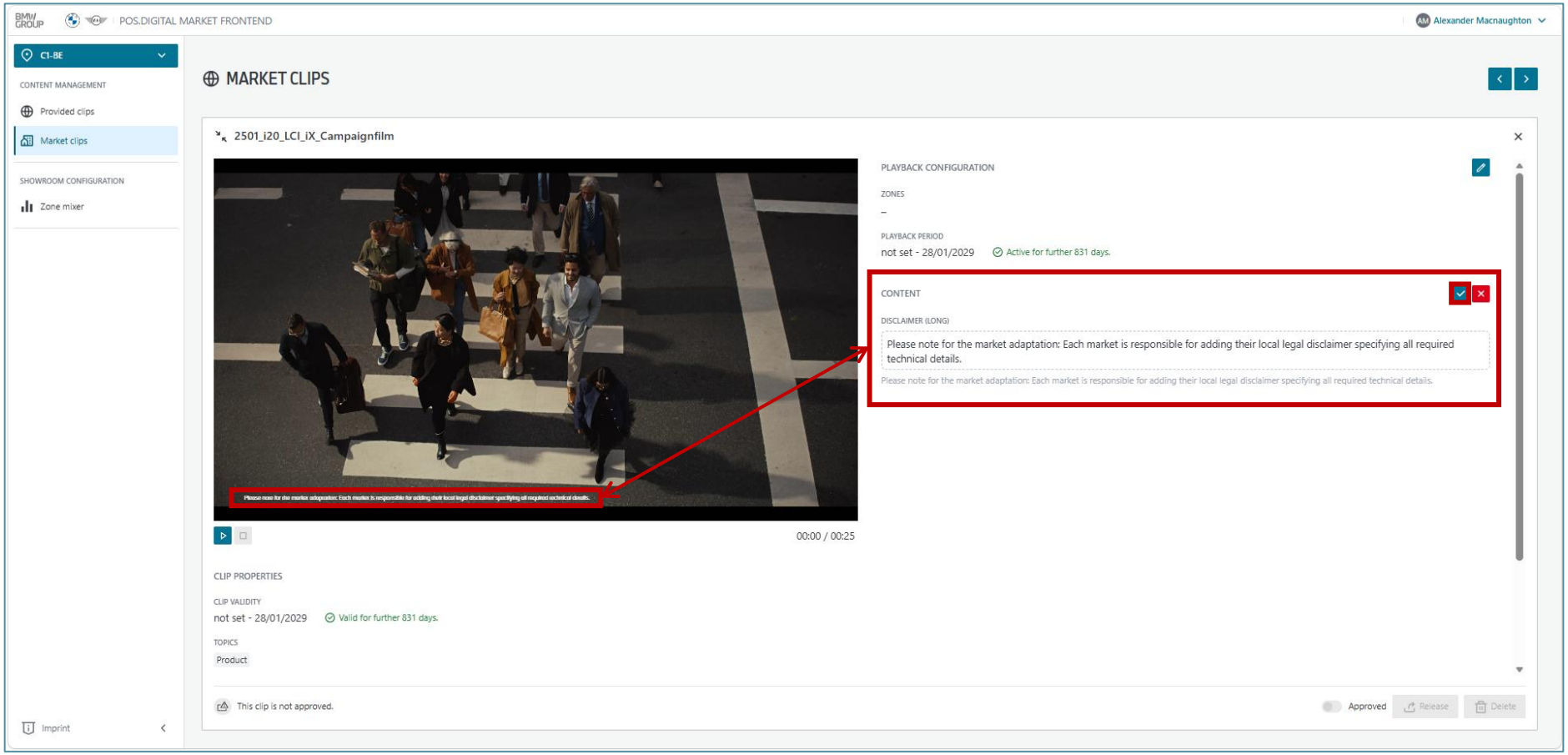
We are now within the full-page clip editor.

ZONES AND PLAYBACK PERIOD



One of the first key editing features is the “Playback Configuration”. Firstly, you can click the “Zones” box, and a dropdown menu will open where you can set various filters on a clip. Secondly, click the “Playback Period” box, where you can set how long you want the clip to be active for. To confirm, click the tick box in the top right.

CONTENT

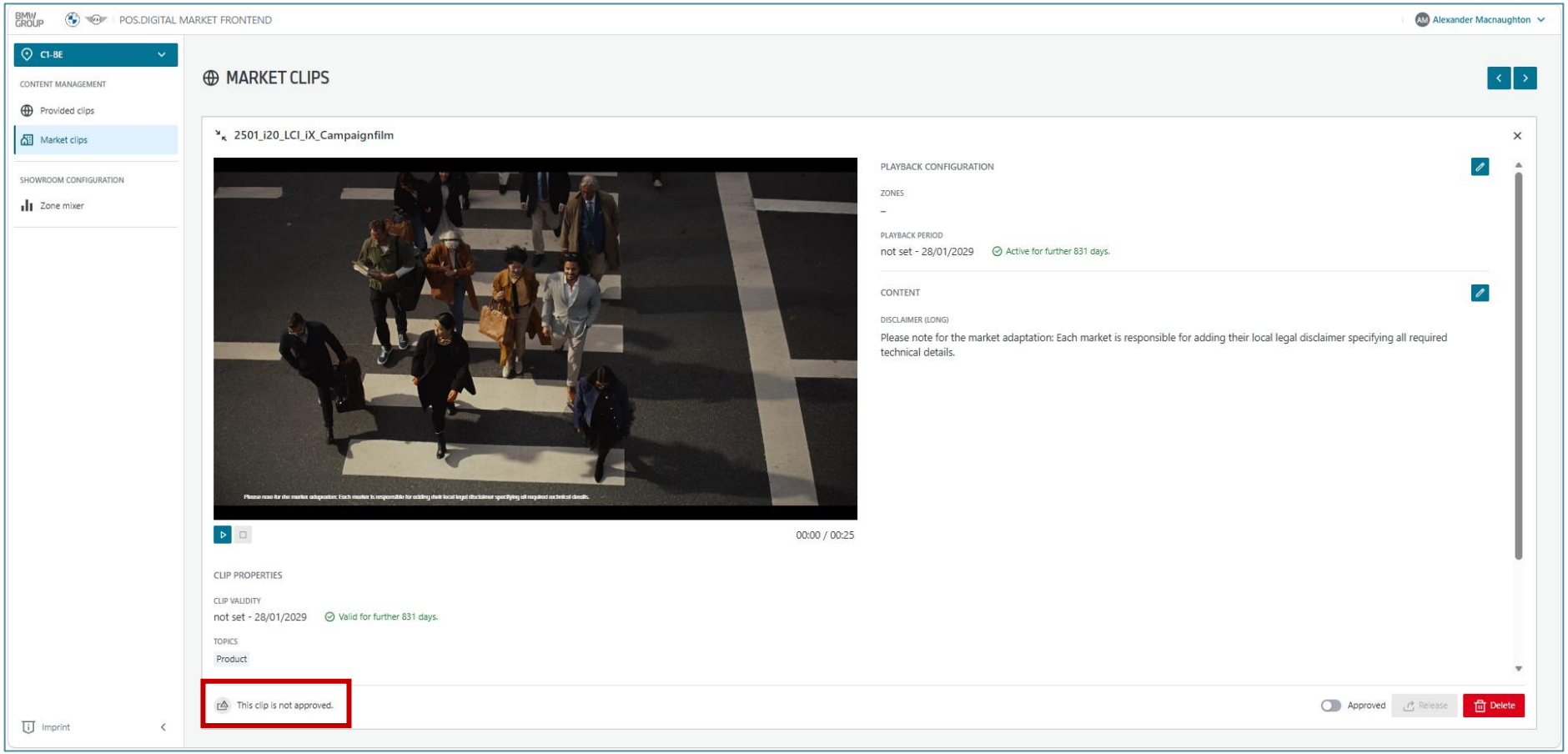


Another one of the key editing features is editing the “Content” section. In this case for example, we are able to edit the disclaimer text that runs along the bottom of the clip. Again, to confirm, simply click the tick box in the top right.

HOW DO I RELEASE A CLIP(S)?

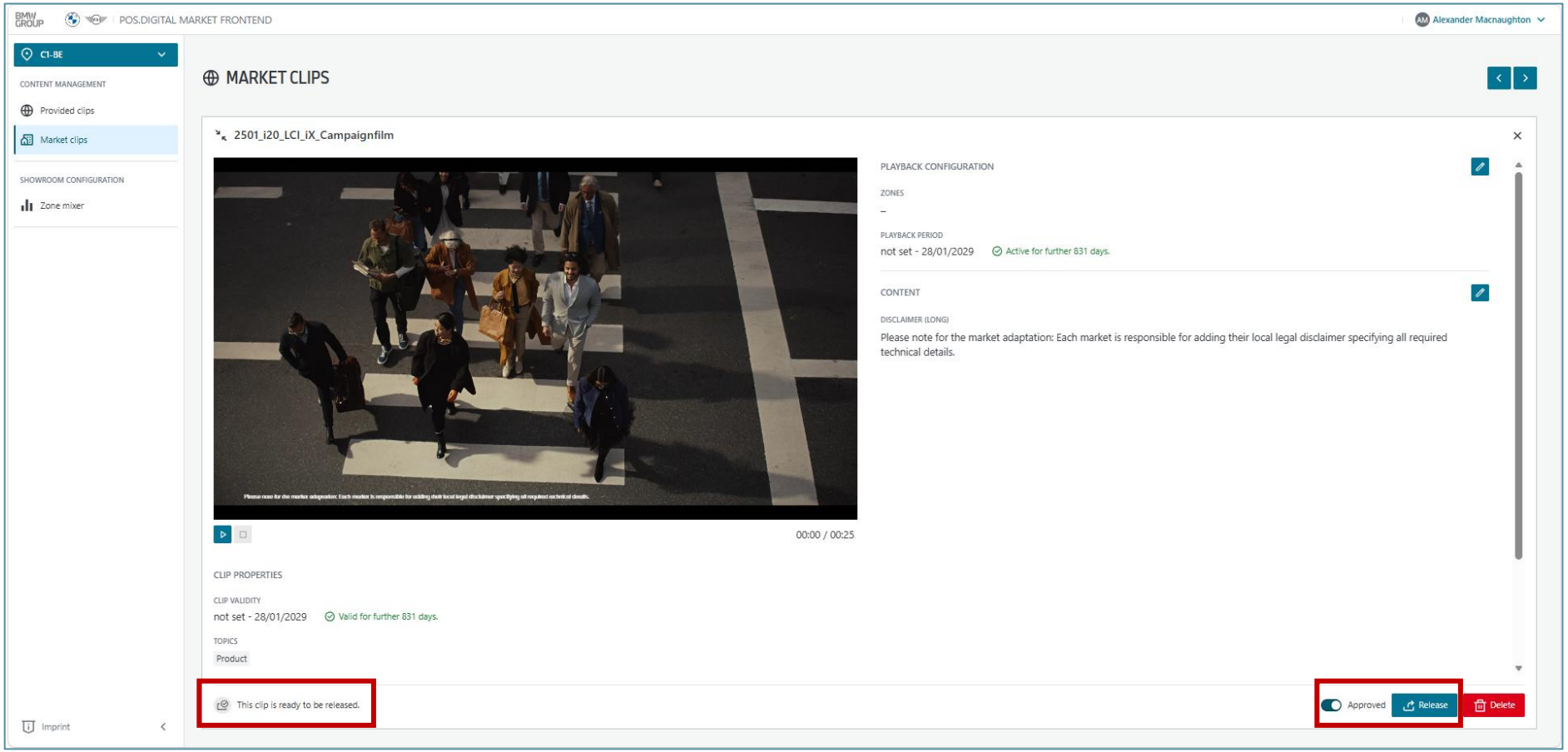
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NOT YET APPROVED



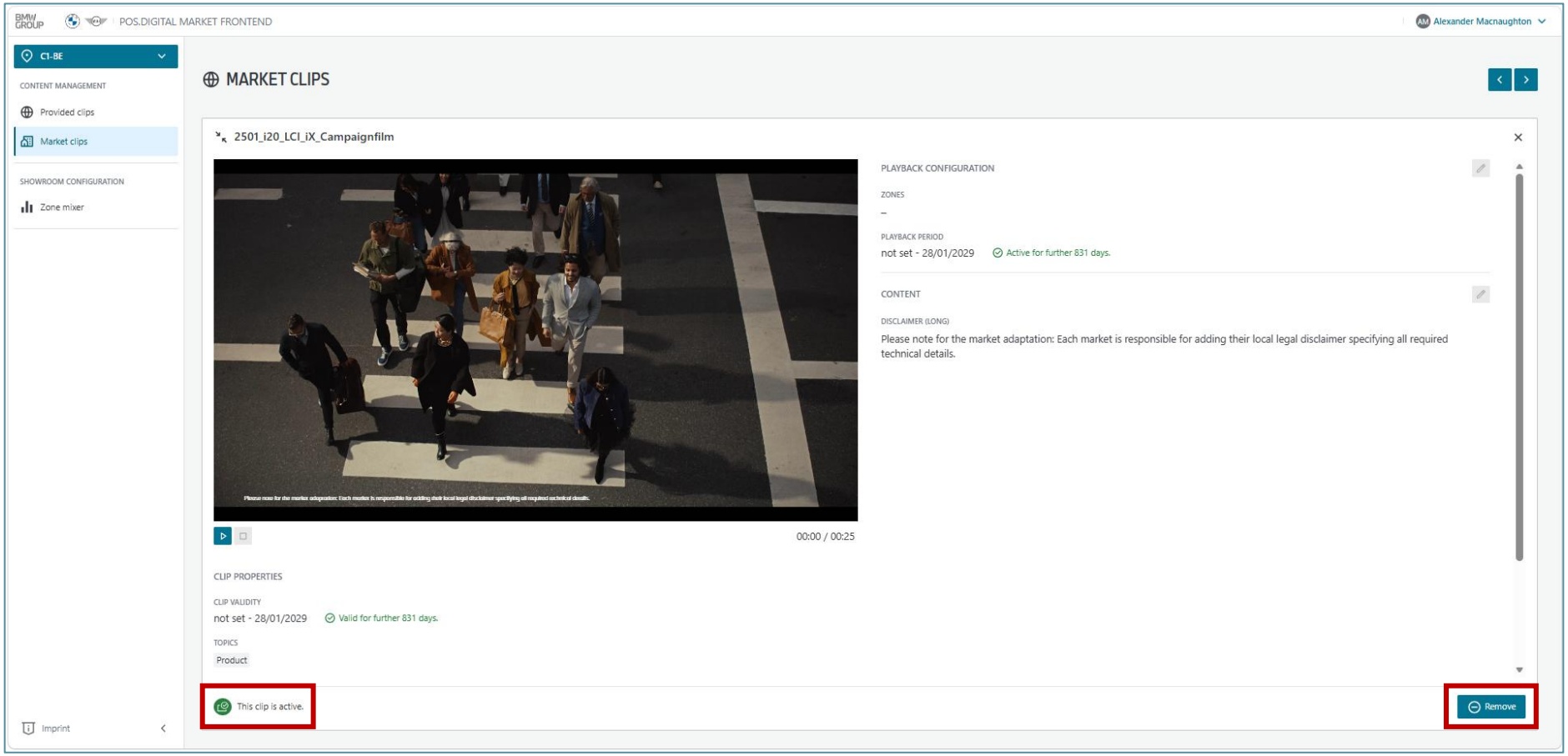
Once a clip has been edited in the desired manner, we are ready to release it. As you can see, the clip is currently not approved and therefore not ready for release.

APPROVING A CLIP



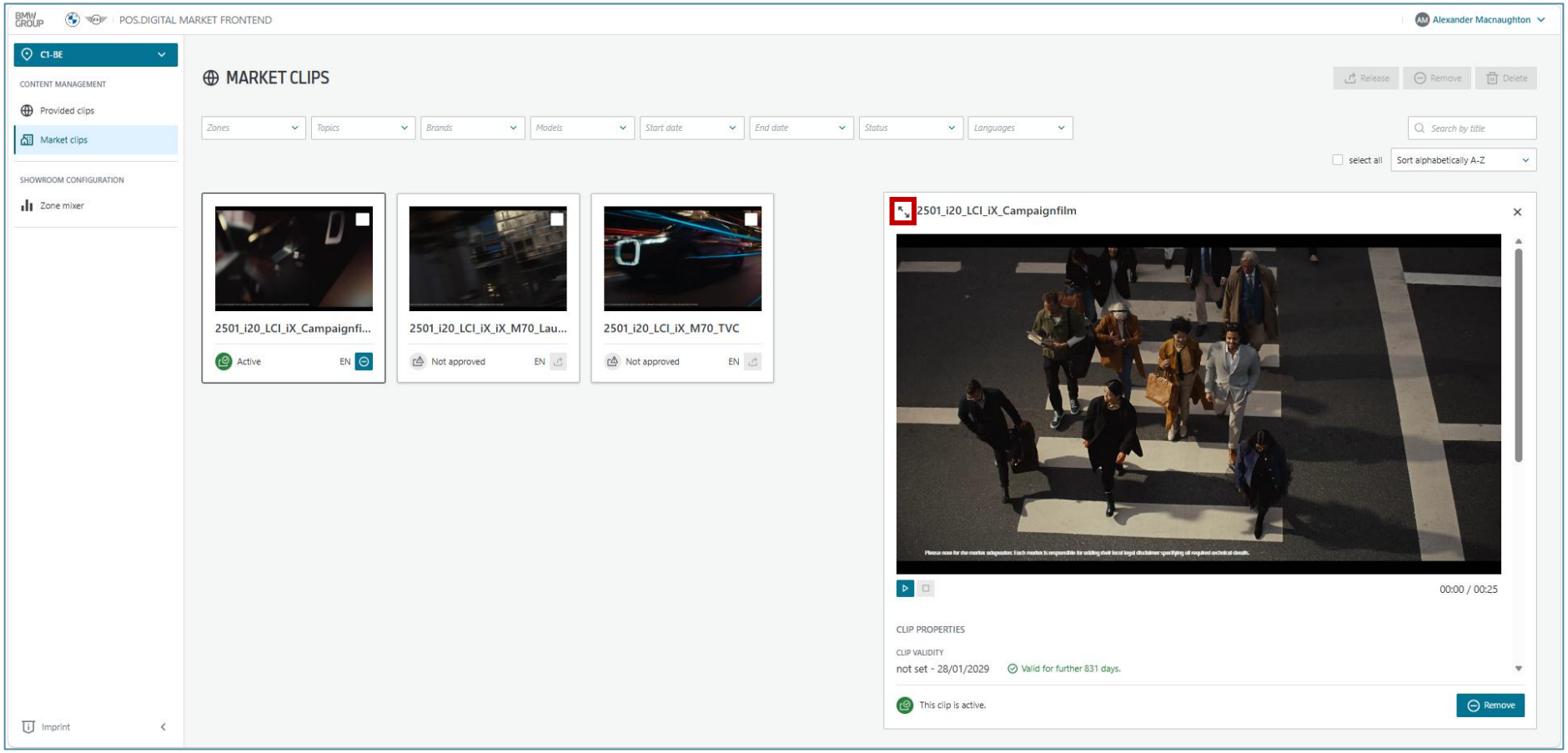
After having clicked on the “Approved” button in the bottom right, you will see that the clip is ready for release and can be confirmed by clicking on the blue “Release” button.

CLIP IS NOW RELEASED



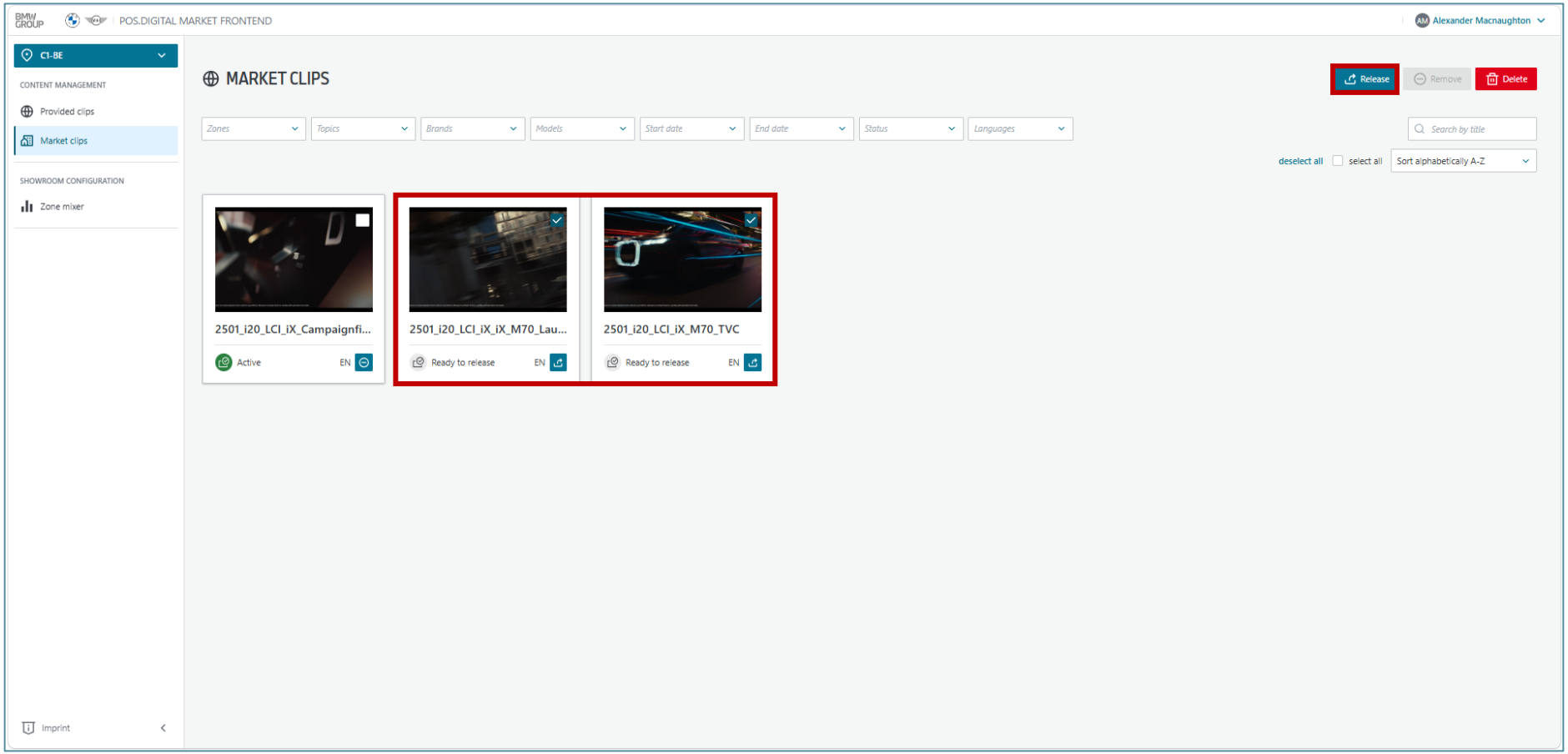
We can now see that the clip is active. In order to remove it, click the blue “Remove” button in the bottom right.

RETURNING TO PAGE OVERVIEW



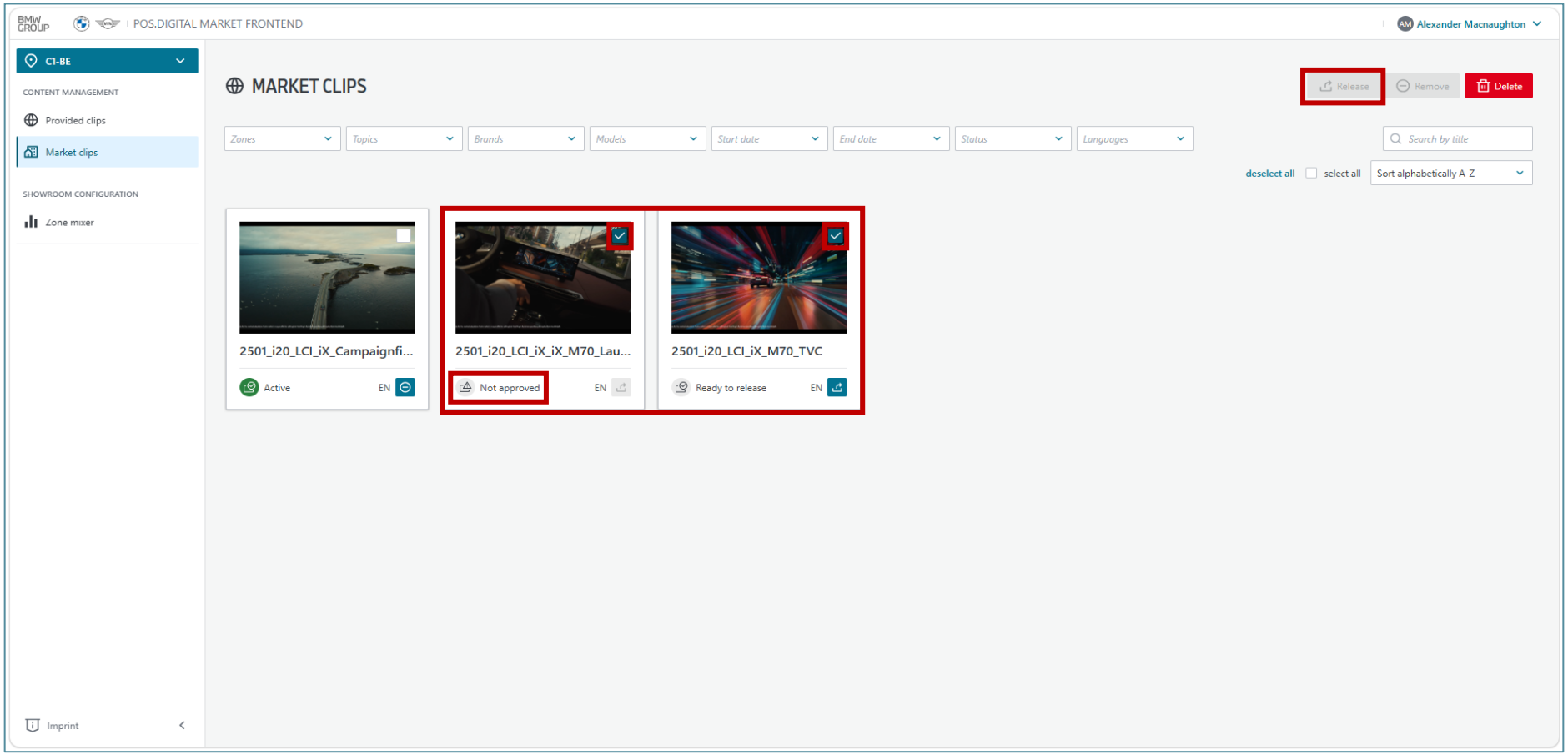
To return to the “Market Clips” page overview, simply minimise the window you were just in, by clicking on the icon.

RELEASING MULTIPLE CLIPS



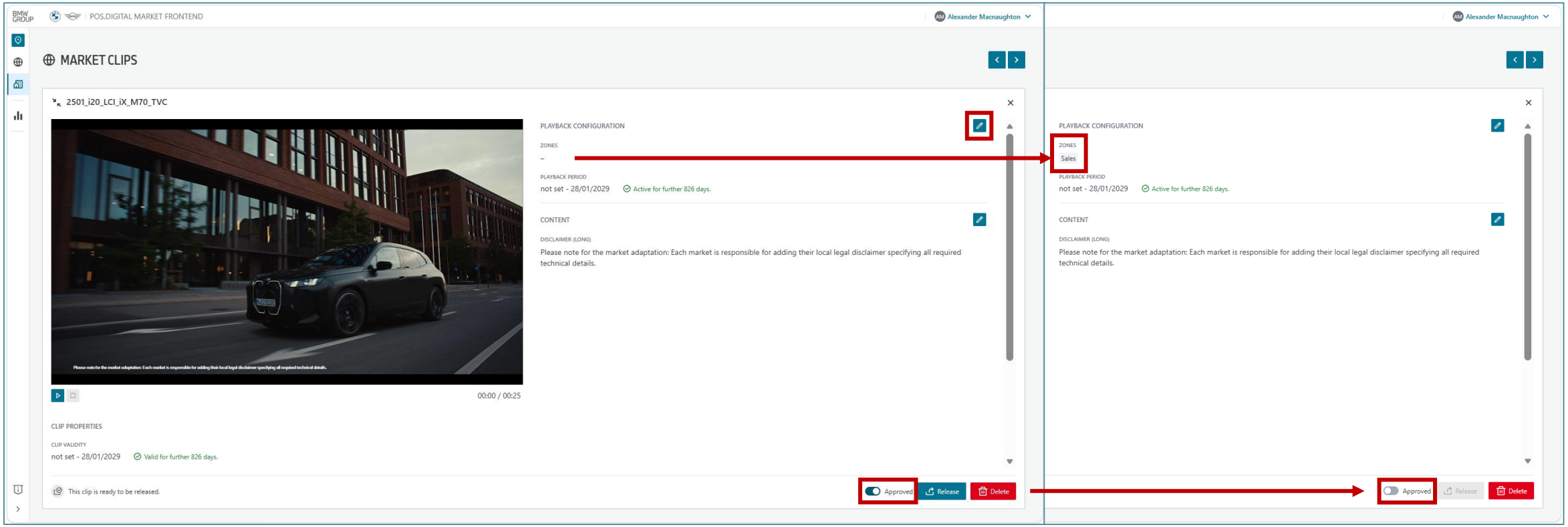
If you want to release multiple clips at a time, you must first make sure they are all approved, then you can select them by clicking the tick box in the top right of each clip and finally click “Release” in the top right.

POSSIBLE MISTAKE



If you are trying to release multiple clips, but one of them might not yet be approved, the "Release" button in the top right of the screen will remain grey, and you won't be able to release the clip.

EDITING AFTER APPROVAL

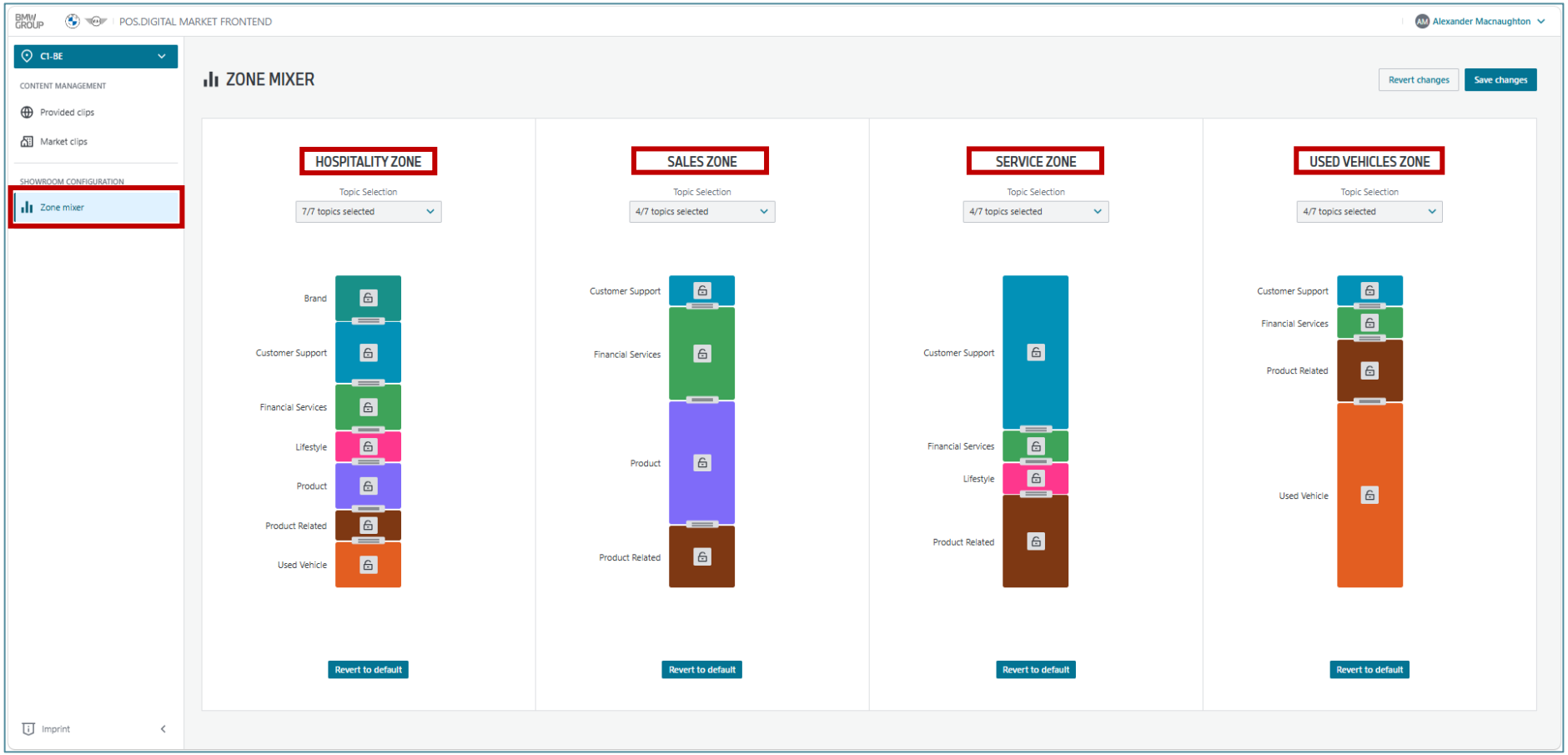


One thing worth nothing is that you can **still** edit a clip once it has been approved, but it is important to know that it then loses its approval status, and this would have to be clicked again. In this case for example, the clip was approved, then a "Sales" zone was added, which is why the "Approved" button is now greyed out.

HOW DO I ALLOCATE MY CLIPS?

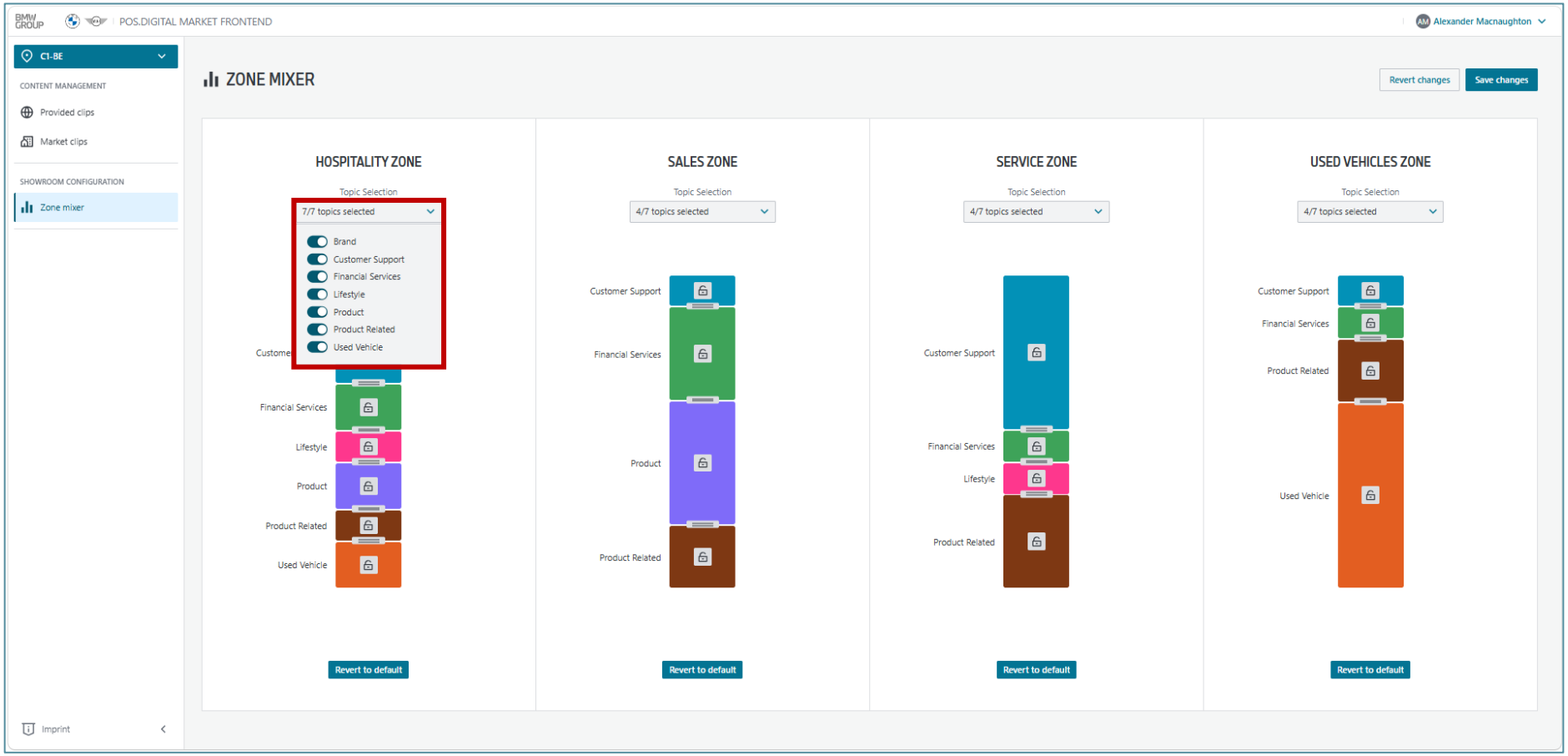
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ZONE MIXER PAGE



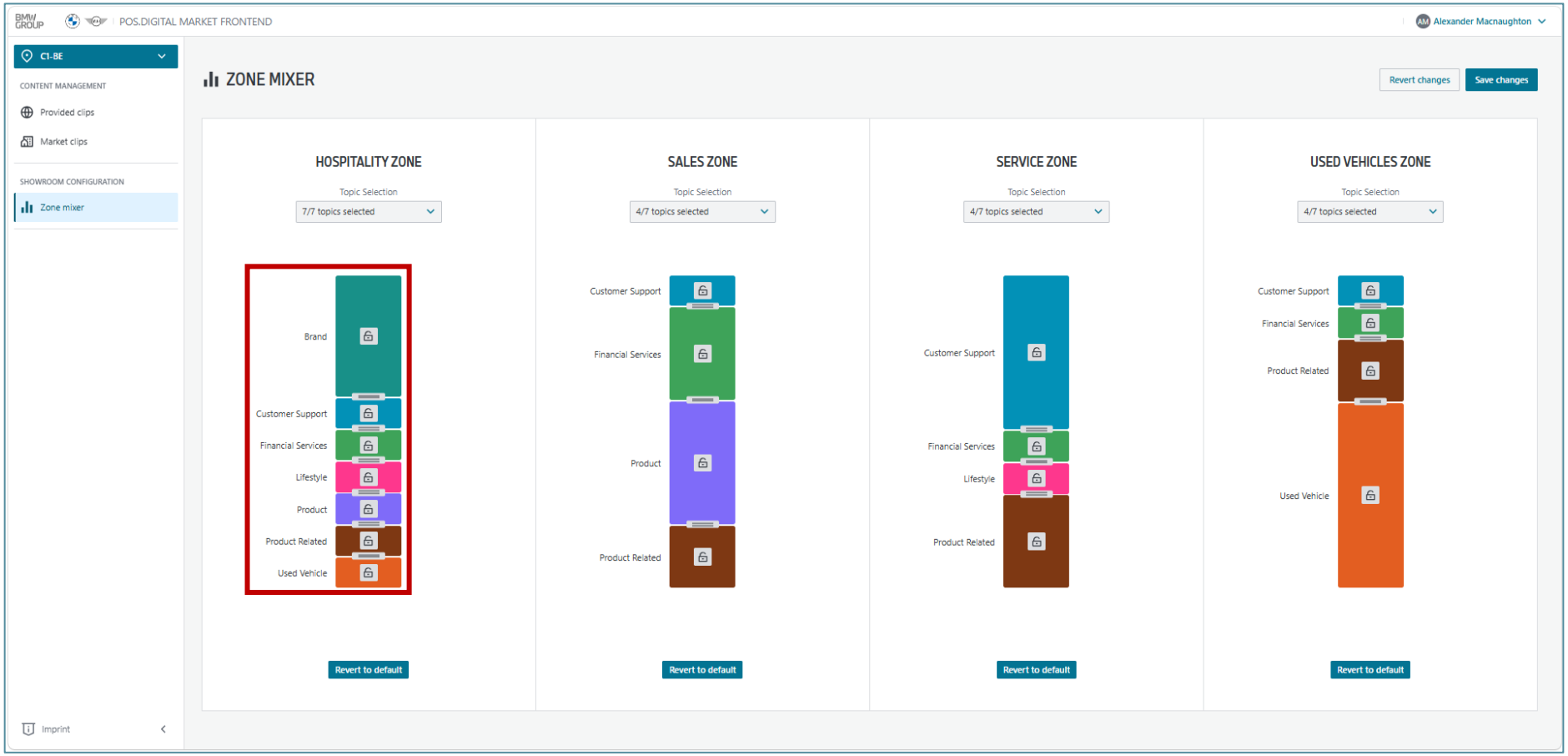
The last of the three main functionalities is the "Zone Mixer" page. Here, you are able to divide up how you want the content to be displayed in the various Zones of the dealership: Hospitality, Sales, Service and Used Vehicles.

CHOOSING TOPICS



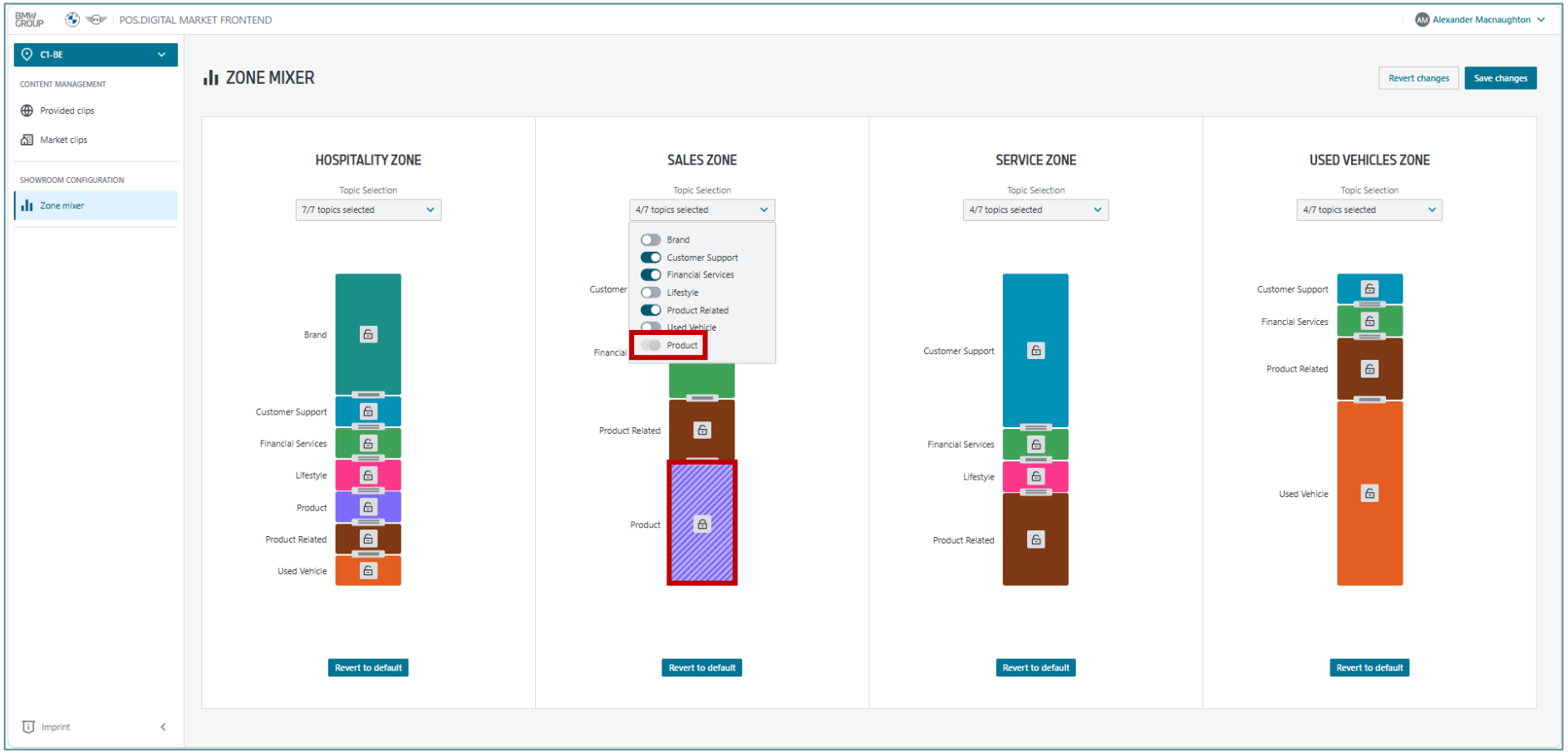
In order to customise which topics you would like to be displayed in this zone, you can click the dropdown menu and select those that fit best. As you can see, for the “Hospitality Zone”, currently all 7 topics are selected.

ALLOCATING THE WEIGHT OF THE TOPICS



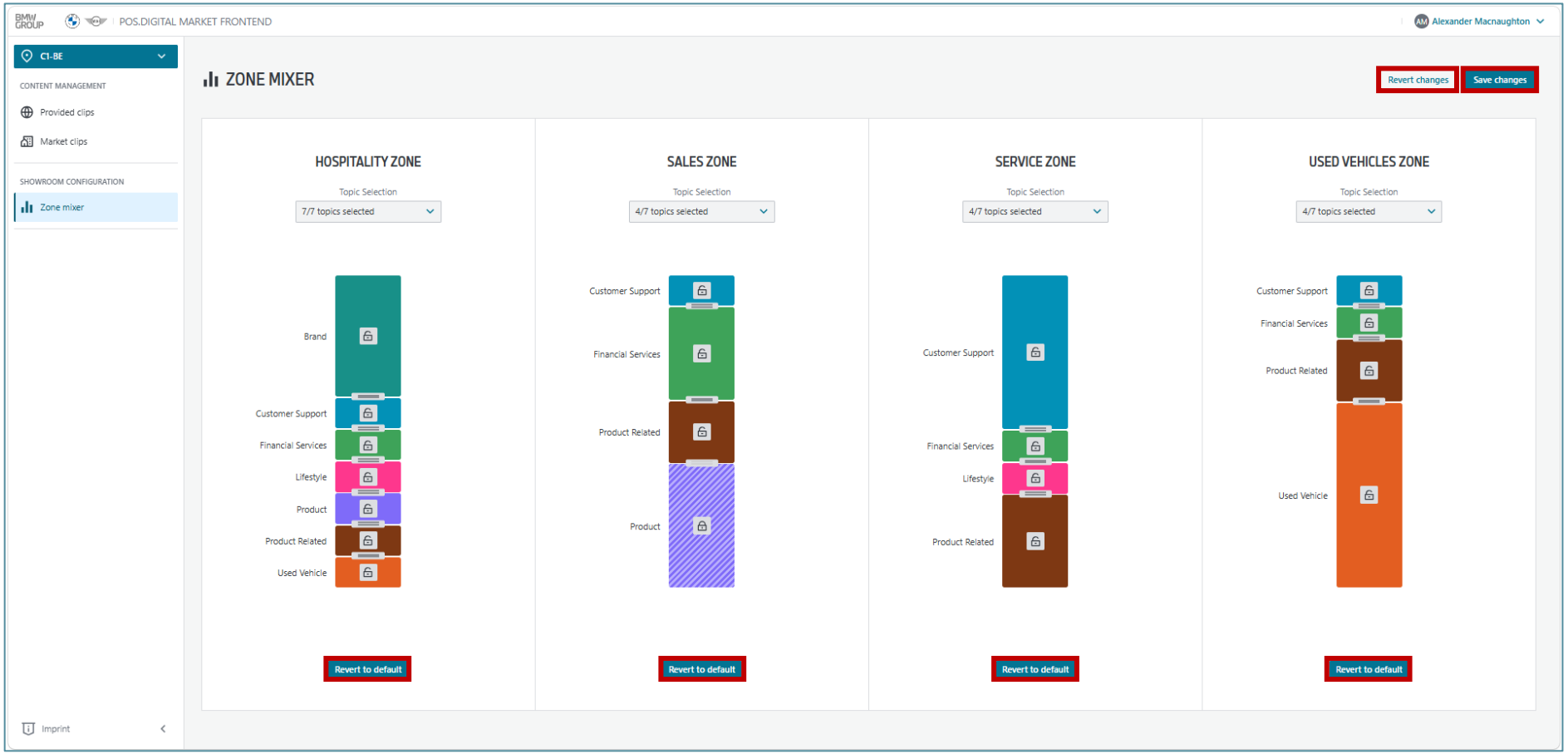
Another core function of the "Zone Mixer" is to be able to set how much weight is allocated to each clip. Currently, in the "Hospitality Zone", "Brand" has been given the most weight. Thus, it will be displayed roughly 40% of the time. In order to change this, you must click and drag on the grey bars in between the topics.

LOCKING THE ALLOCATED WEIGHT



If you want to lock the allocated weight of one of the topics, simply click the lock icon and it will move to the bottom and indicate it is now locked. You also lose the ability to select or deselect this topic, which will remain so until unlocked.

SAVING CHANGES



Once you have set everything up the way you would like, click “Save Changes” in the top right to save your work. Additionally, if you would like to revert the changes, or revert to the default set up, you have these functions available too.