POS.digital

Dealer workflow CMS Version 11.1.1
User Manual for Dealer / Location user

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1 Preamble

POS.digital is the Digital Signage solution provided by BMW headquarters in order to assure an up-to-date digital brand communication in the showrooms of BMW, MINI and BMW Motorrad.

Your NSC marketing team takes care of regular content updates that reach your showrooms automatically. These contents are the same across the whole region you belong to (e.g. B6, B1-BE).

Yet, you have the option to enrich these contents with messages that are unique to your company, dealership or group.

This handbook in detail guides you through the steps you need to take if you want to **create or adapt dealer specific content for your business.**

This document refers to the server version valid as of Q4/2018 and younger. The version number is always displayed at the very bottom of the user interface.

This document aims to be a handbook that enables you to work with the system and its features. Although it refers to business measures with regards to CI, campaigns or similar, it makes no statements regarding respective rules or recommendations.

Examples shown refer to the BMW brand, but the rules apply for all BMW Group brands.

It is recommendable to print this document as it contains step-by-step manuals that you might want to have in front of you while going through the steps. You can note your credentials and players hereafter:

URL: https://bmwgroup-posdigital.com

My username: _____

My password: _____

My players:

Location	BuNo	Touchpoint	Box ID
e.g. City		See CMS player name	Mostly starts with G6YK

2 Prerequisites

2.1 Organizational prerequisites

1. Your dealership is located in a market that uses POS.digital as the standard solution for digital signage.
2. Service fees for your players are paid to the general contractor on an annual basis.
3. You have a POS.digital dealer account. Please get in contact with your national dealer development team to get one. You must name all (international) BuNo's that you are responsible for.
4. Ideally, all of your players are given a name that enables you to uniquely identify it.

2.2 Technical prerequisites

1. The screens in your dealership are powered with a POS.digital player (see respective sticker on the media player).
2. Any player that you would like to adapt content on must be online. If not, please check out trouble shooting section: http://help.bmwgroup-posdigital.com/kb/article/53-guide-various-troubleshooting/ How to check the online status will be described in chapter 3.2.1.
3. Any player is running on the latest software version (as per September 2018: V11.1; estimated as per January 2019 V11.2).
4. You have internet access on your own computer. This URL must be reachable on your network: https://bmw-group-posdigital.com:8443 – (Port 8443 needs to allow TCP Traffic)

2.3 Legal prerequisites

1. Your organization holds a valid dealer contract.
2. You have agreed the terms and conditions upon login.
3. Your company holds the legal rights for content that you upload and play out.
4. In case you broadcast music to your showroom, note that this may cause an extra local fee for playing sound which is not covered in POS.digital license fees.

3 Work in the Content Management System

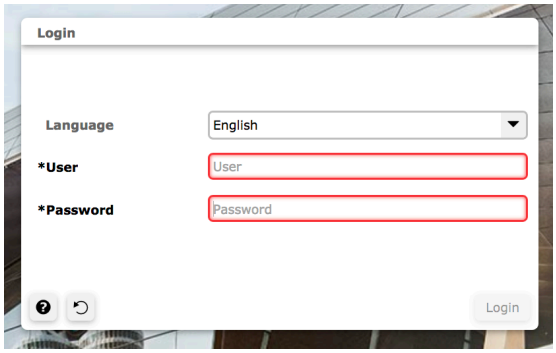
3.1 Login

The CMS's URL is:

https://bmwgroup-posdigital.com

Your user credentials were given to you from POS.digital support after your responsible Dealer Developer has requested it for you. Your user name is your email address.

Your password must be updated upon first login.

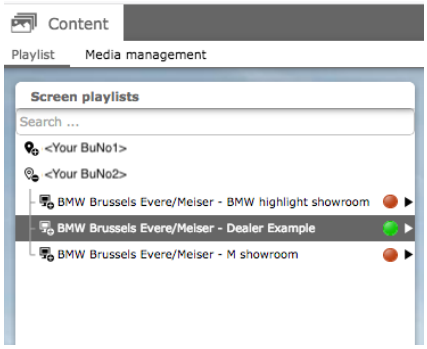


3.2 User interface

3.2.1 Tab Content/Playlist

This is the section that you will spend most of your time in. Here, you create and adapt spots, add them to your playlists and you control, which content is shown at each of your players.

Screen Playlists



At the left you find the list of those screens that are within your responsibility. They are sorted by location that you can expand and collapse by clicking the BuNo's location symbol. The expanded list shows the players' names as they were given upon installation. The Box ID will be shown by placing the mouse cursor over the green or red dot after the player's name..[1]

A green lamp indicates the player is online and content adaptions become effective immediately.

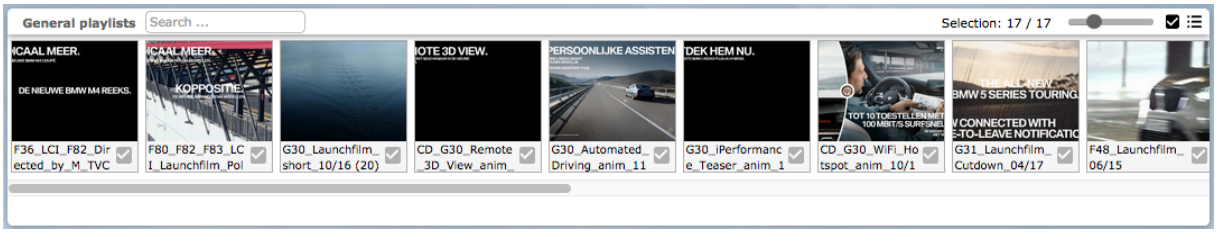
A red lamp indicates the player is offline and content cannot be manipulated (see prerequisites, chapter 2.2).

The Play-button enables you to watch the loop that is currently being run on the player.[2]

In dependence of the player that you have selected here, the "General playlists" and "Content of playlist" windows' contents vary.

[1] If you feel you want to change these names in order to have a better relation to where they are installed, please contact the POS.digital support and name the respective Box ID.
[2] Note the playback might take a short delay. If applicable refresh page (F5). Videos come in a lower quality than on player.

General Playlists



At the top you find two sections – "General Playlists" and "Content of playlist". The first does not give you any opportunities for adaptions. It merely informs you about the content that currently is being played (if the player is online). This content is the one that is provided and updated by your national marketing team.[3]

A mouse-over function enables you to start the video in the thumbnail window. This does not apply to HTML Composer spots[4].

Content of playlist

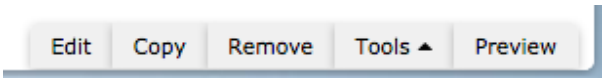


This is the section that you will drag-and-drop those spots to that you would like to add to the playlist.

The spots that appear here can vary player by player. Make sure you have selected the correct player under "Screen playlists". Whatever you drop here will immediately be pulled by the player and be added to the playback list as soon as completely downloaded.

These spots will enrich (not replace) the general playlist.

Once there are spots added, additional buttons appear:



Spot groups

Here you find a common folder structure that the spots that you can work with are organized in. You have different reading/writing rights in dependence of the folder.

Mandatory contains such spots that appear in the general playlist if you have made a required adaption. This can for example be a dealer specific URL.

Optional contains such spots that can be adapted but will also be played without adaptation. This can for example be a price offer.

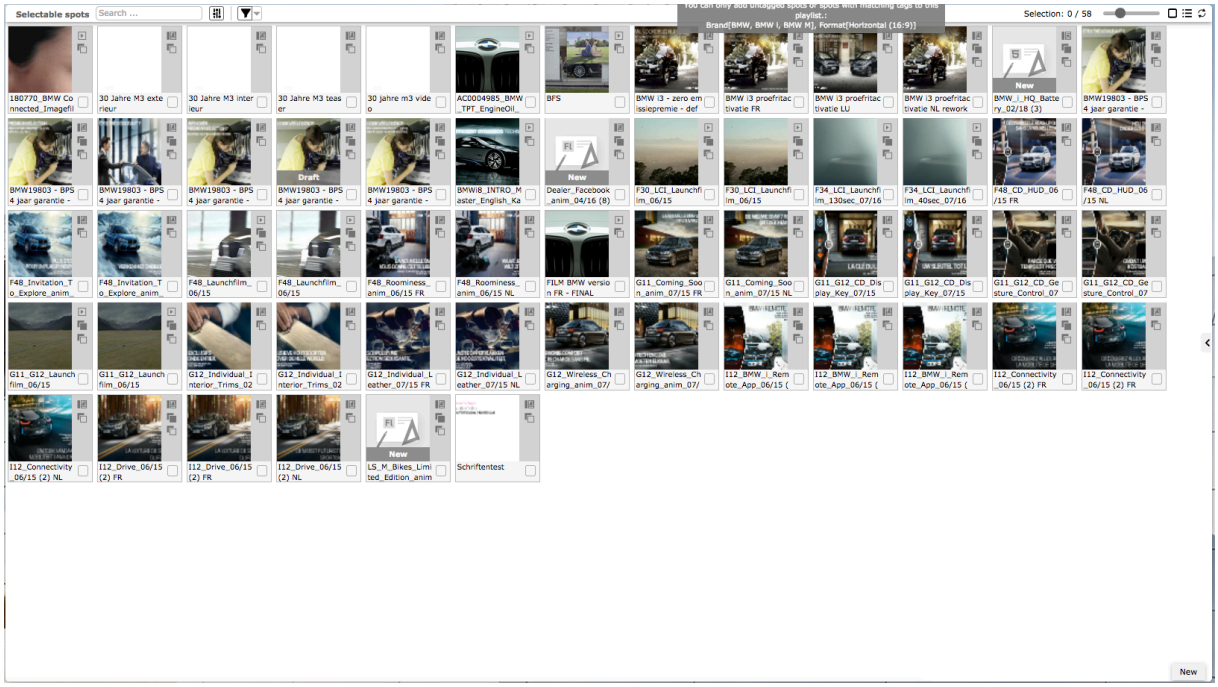
Deactivatable spots contains such spots that you can select or deselect to be played within the general playlist.

Released for <Region> Dealers contain spots that are provided from your NSC for further adaptation. This can be just a CI-Template or a product offer.

_My <Brand> Spots is empty as long as you haven't worked in it. All new spots that you create on your own will be stored here. You have the option to create your own folder structure here. Other dealers do not have access to it.

[3] This window will be empty, if no content is selected. In this case your player plays a very general fallback playlist.
[4] A Composer spot is a spot that is compilated out of different media (Images, videos, text) in a built-in tool, the HTML composer. See chapter 3.2.3)

Selectable Spots



The section shows all spots in dependence from the folder you have selected. If you want to see all spots in the folder selected an all those in subordinate folders as well, then klick the button on top of the section.

This applies in particular if you decide to work with filters. To do so, klick the button and select those filters you want to search for. The most valuable filter might be “Tags” as they allow you to limit your search e.g. to a specific model, business section, brand and more. More information on tags are given in chapter 1.

You can also use a text search. This will search description, keywords, and spot name. These Metatags are created upon initial spot creation. Do not forget to do so as well, when you create your own spot (see. Chapter 3.4)

A mouse-over function gives access to buttons that offer additional information about the spot:



The play button shows a preview of the spot.

Spot properties give you additional information about the spot, such as tags, description, key words, playtime, creator, validity[5] and more.

Note that you cannot adapt blank videos. You recognize these as they show a symbol in their upper right corner.

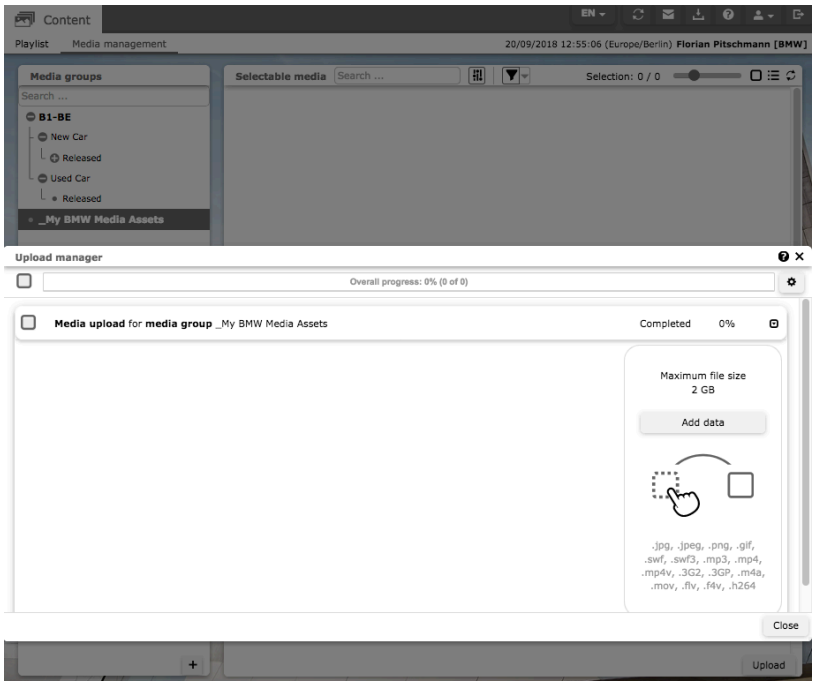
The “New” button at the lower right corner brings you to creating a very new spot. The details to do so will be described in chapter 3.4

3.2.2 Tab Content/Media management

The Media management tab gives you an overview of those media that you can use within your playlists. The media groups (on the left) are divided in those media that are provided by your region for the use in your spots on the one hand and in “My <Brand> Media Assets”. The latter is the folder that all your own images and videos will be uploaded to. You can create an own folder structure under that.

Click “Upload” at the right bottom and drag and drop those media[6] to the window that you want to use within your spots. Then assign tags that make it easier to find the asset later on and start the upload.

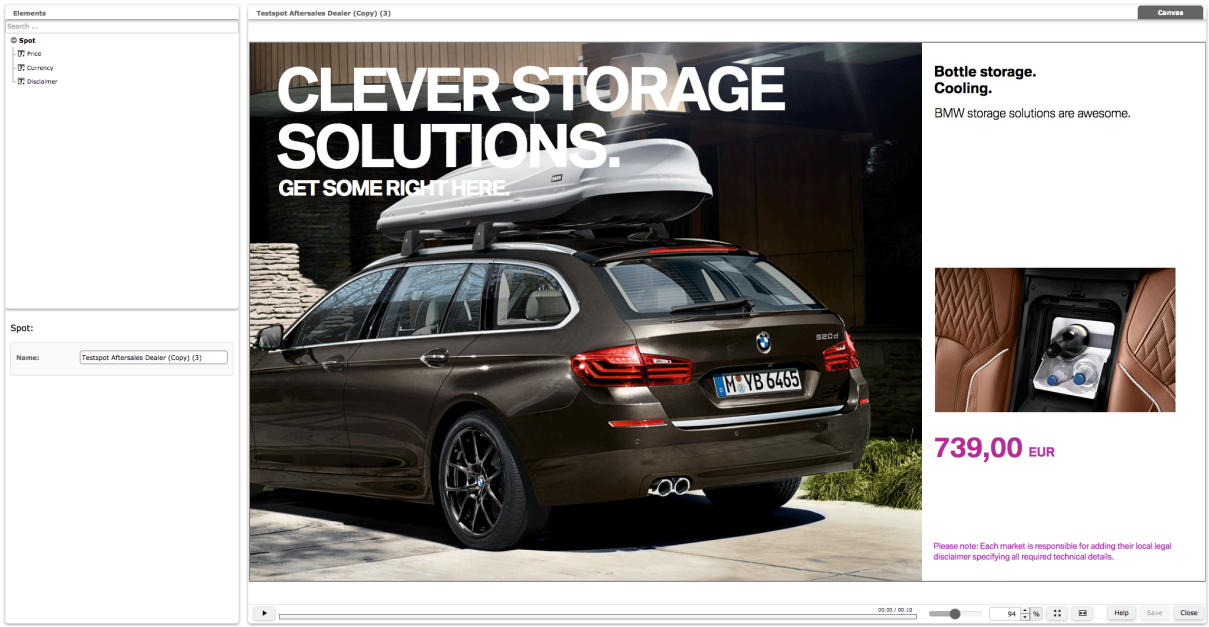
[5] Validities often refer to the legal rights of media used within the spot. This does not change when you replace the respective medium.
[6] Respect the enabled file suffixes (e.g. .jpg). Avoid resolutions smaller than Full HD.



3.2.3 HTML composer

The media composer is the tool that enables you to adapt a spot's content. It is similar to Power Point, yet it offers different functionalities.

To open the media composer, select a spot you would like to adapt. You find the spots that your NSC offers for this purpose in the folder "Released for <Region> Dealers" Then click "Create"/"Create a new variant"[7] at the right bottom of the "Selectable spots" window. Select a folder in the pop-up that you want to save the spot to. Now go to the folder and click the button in the spot's left upper corner. The composer opens.



The main window shows the spot as you will see it on the screen later on.

[7] A variant indicates a connection to the parent spot, which is important for reporting and helps to improve the content offered from BMW instances. Furthermore, it ensures that the parent spot is not adapted by accident.

BMW and MINI spots always follow a CI template. This template has predefined different Elements, such as text fields, pictures/videos and sometimes other. For example, the headline is an element, the subhead line is another and a picture is a third.

The list of elements, that can be edited by your role is displayed on the left in the section “Elements” and is not necessarily identical with the whole number of elements. Instead, the length of this list can vary spot by spot, as your NSC or even central marketing department can edit the permissions individually. This does also mean, that the number of functions per element can vary.

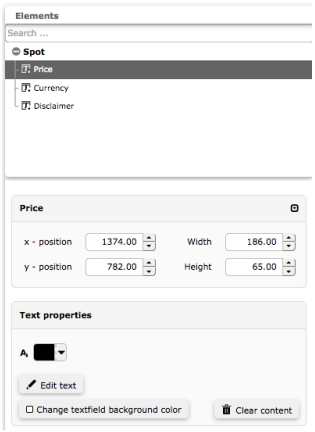
3.3 Adaptation of pre-configured spots

In the (fictive) example mentioned above, you are able to adapt 3 elements: Price, Currency and Disclaimer (text in pink).[8]

If you want to adapt the price, select it in the “Elements” list. The price will then be marked with a frame.



And you will see your editing options at the left:



You can now adapt the text content, in this case also the font color (in order to turn the pink into black) and the position of the text element. The latter is not necessary very often, unless the number of digits or lines in a field change. In that case, other text elements must be manually moved in order to ensure a CI adequate layout and or to avoid an overlapping of elements.[9]

Typical examples for spots that you can adapt this way are Lifestyle and Aftersales offers, website or Social Media teasers, or Financial Services offers.

3.4 Creation of your own spot to be added additionally to the general playlist

In general, the system divides spots into two groups: video spots and Composer spots. Video spots only consist of a single video and metatags (see chapter 3.2.1). Their content cannot be edited afterwards. The video appears in the playlist 1:1. In contrast, Composer spots can be edited.

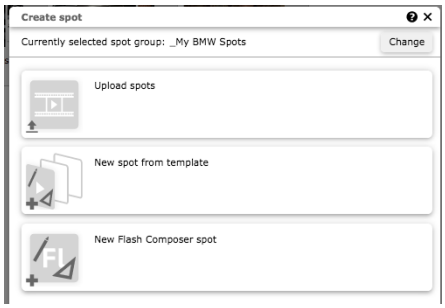
Video Spot

If you want to upload a video of your latest event, a cooperation partner or similar to the CMS, proceed as follows:

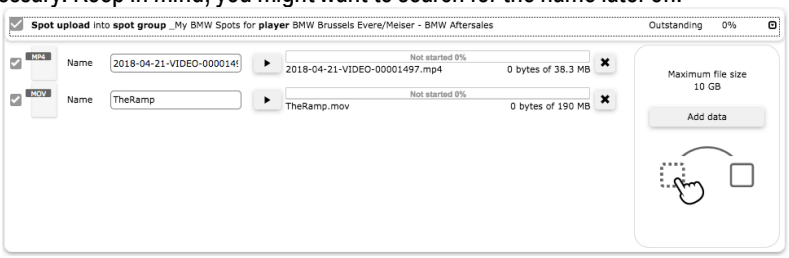
1. Klick “New” at the right bottom of the “Selectable Spots” section.
2. Select “Upload Spots” in the Pop-up:

[8] Though the colored highlighting is common for adaptable text elements, this does not necessarily come like this. If it does, please make sure you select a CI-adequate text color before go live, which is either black or white for BMW. If unsure, please ask for details at your NSC marketing team.
If you do not find the color selection item among the tools on the right, please contact the spot creator, as he must enable the feature then.

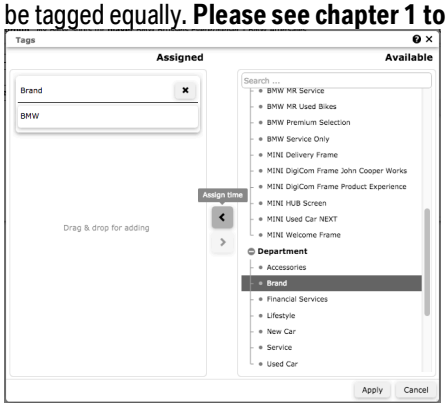
[9] Please do so only if you have the respective CI guideline at hand. Do not move the text element by dragging it with your mouse, but adapt x and y position instead to ensure a proper position in line with other elements.



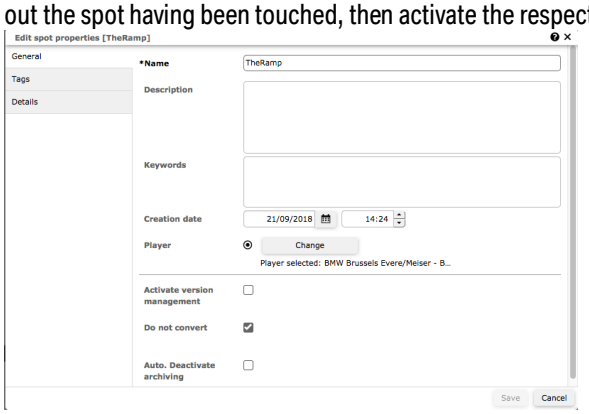
3. Drag and drop the video(s)[10] you want to upload from your explorer or finder to the pop-up. Adapt names if necessary. Keep in mind, you might want to search for the name later on.



4. Assign tags for every video. You can do that video by video or all together, which makes sense if they all should be tagged equally. **Please see chapter 1 to learn about tags and their effects.**



5. Close the window after all uploads are completed
6. Select the/one video within the section “Selectable Spots” and open spot properties by clicking the ≡ button.
7. Add a description and key words that you might later want to search for. Do not change the settings for version management and conversion. If you want the spot to disappear from your selectable spots after 26 months without the spot having been touched, then activate the respective check box. Click “Save”.



Repeat steps 6 and 7 for all videos you have just uploaded.

[10] Keep in mind that you are hereby responsible to only use content, that is adequate to the BMW Group brands.

Composer Spot

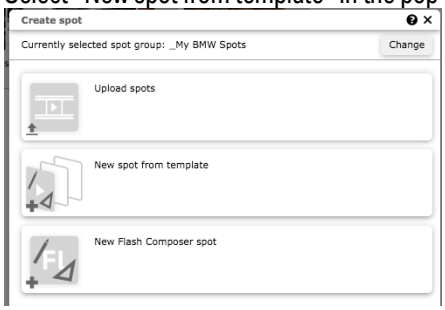
If you want to compile images or small videos with text, then use a composer spot. For your convenience, there are many templates pre-configured that define size, positions, fonts and more so you only have to fill the containers.

In order to be able to select an adequate template, it is strongly recommendable – particularly for the BMW (sub)brands, to answer the following questions upfront:

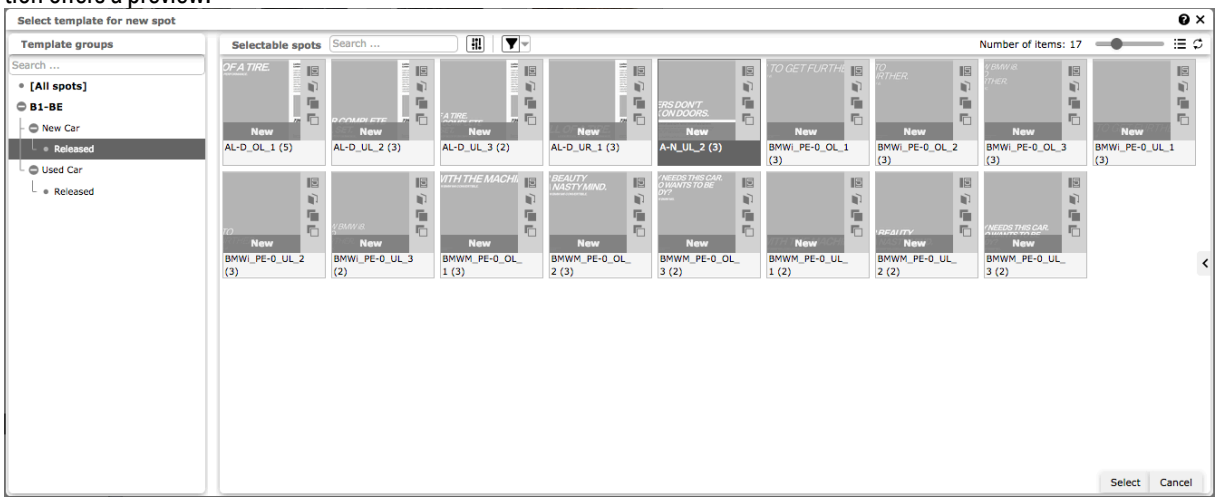
1. At which corner of the main image will my headline and sub-headline be located? (Take your decision in dependence from the fact where there is a homogenous space in the picture that offers enough contrast to either a black or white font.)
2. Which brand does the topic I want to create belong to (BMW, BMW i, BMW M, GKL+, MINI,...?)
3. Do I want to make product offer?
4. How long will my headline be and will it therefore need 1, 2 or 3 lines?

If you have done this, proceed as follows:

1. Klick “New” at the right bottom of the “Selectable Spots” section.
2. Select “New spot from template” in the pop-up:

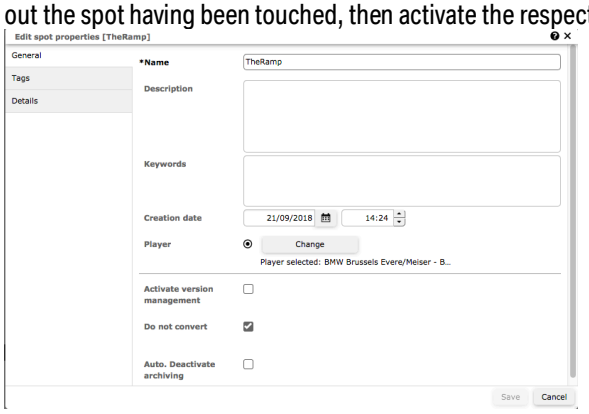


3. In dependence from the answers mentioned above, select a template[11] that fits your needs. A mouse-over function offers a preview.

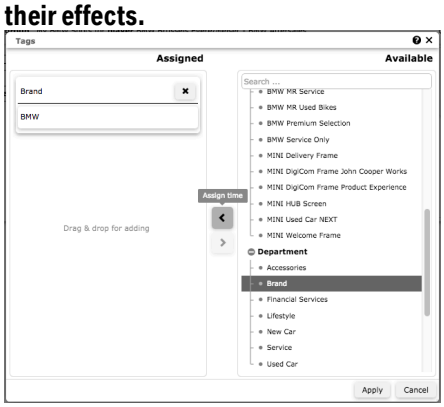


[11] The selection of templates available can vary as it depends from what your NSC marketing team offers. The same applies for the folder structure.

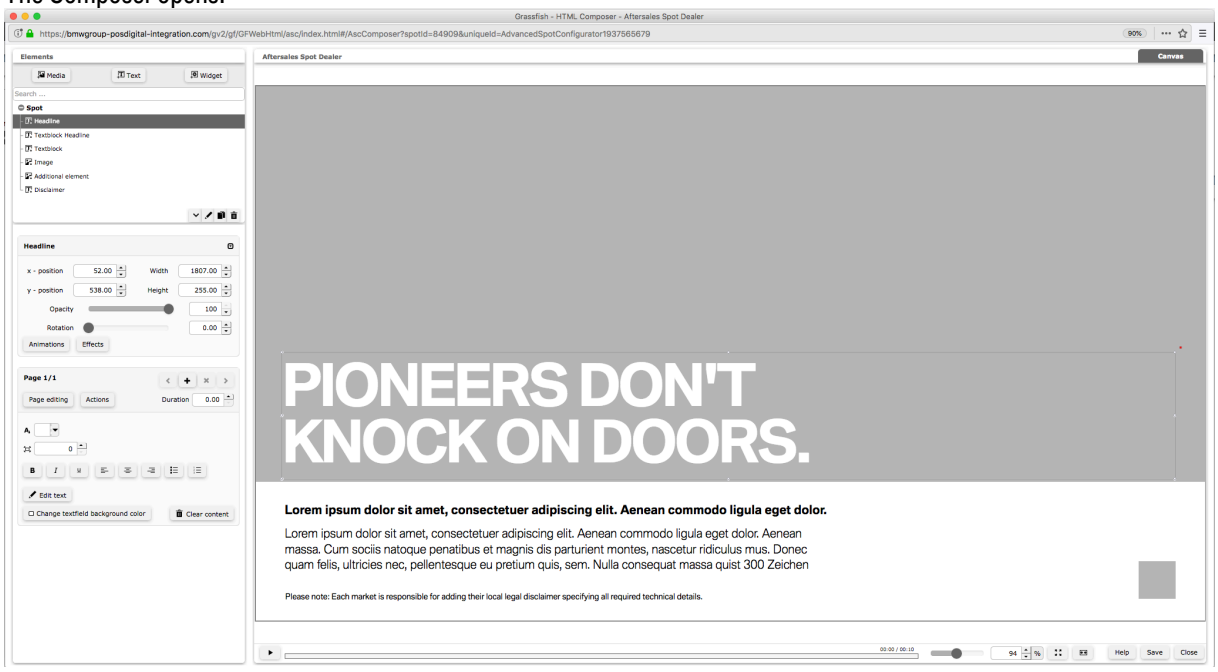
4. Add a description and key words that you might later want to search for. Do not change the settings for version management and conversion. If you want the spot to disappear from your selectable spots after 26 months without the spot having been touched, then activate the respective check box. Click “Save”.



5. Klick “Tags” on the left of the pop-up. Assign Tags for every video. You can do that video by video or all together, which makes sense if they all should be tagged equally. **Please see chapter 1 to learn about tags and their effects.**

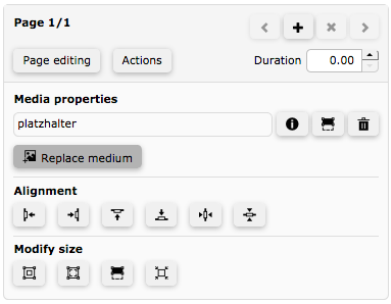


6. The Composer opens:

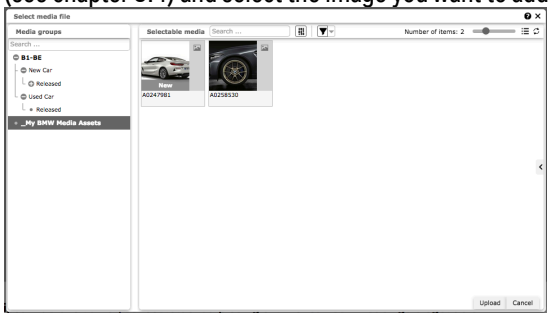


First select “Image” in the section “Elements “on the right.

7. Klick “Replace medium” in the element’s toolbar on the left

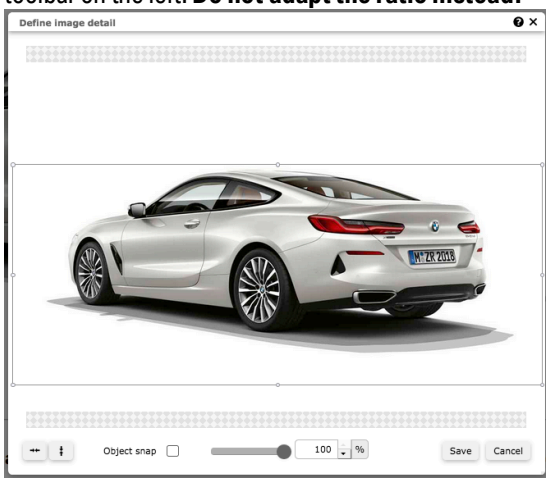


8. Klick “Upload” at the right bottom of the pop-up. Select your media, upload and tag them as described above (see chapter 3.4) and select the image you want to add.



Of course you can also use images/videos that are provided from your NSC marketing team or that were uploaded previously.

9. Crop the image or video to the predefined ratio of the picture. To do so, klick the button in the element’s toolbar on the left. **Do not adapt the ratio instead!**



10. Select “Spot” in the section elements and define the duration that the spot should be shown for



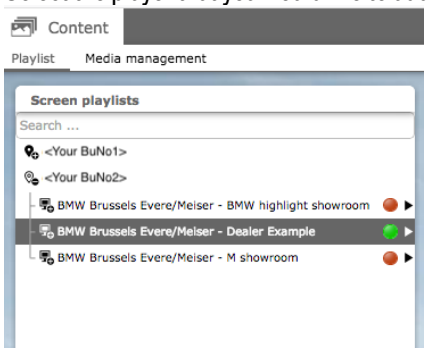
Make sure that this time is **equal** to the runtime of a video, if you have embedded one. The regular duration for a spot is 30 sec (at Welcome shorter is recommended).

11. Proceed with adapting the text elements as described above (see chapter 3.3)
12. Click “Save”
13. The spot appears in the “Selectable Spots” section now.

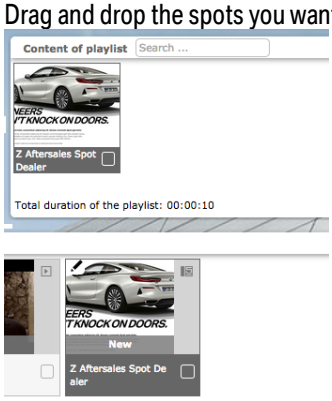
3.5 Add spots to a player

As you have prepared all the contents that you would like to see in your showroom, the last step is to assign these spots to your players.

1. Select the player that you would like to add spots to



2. Drag and drop the spots you want to add to the “Content of playlist” section (see chapter 3.2.1)



3. If necessary change the order of spots according to your wishes.

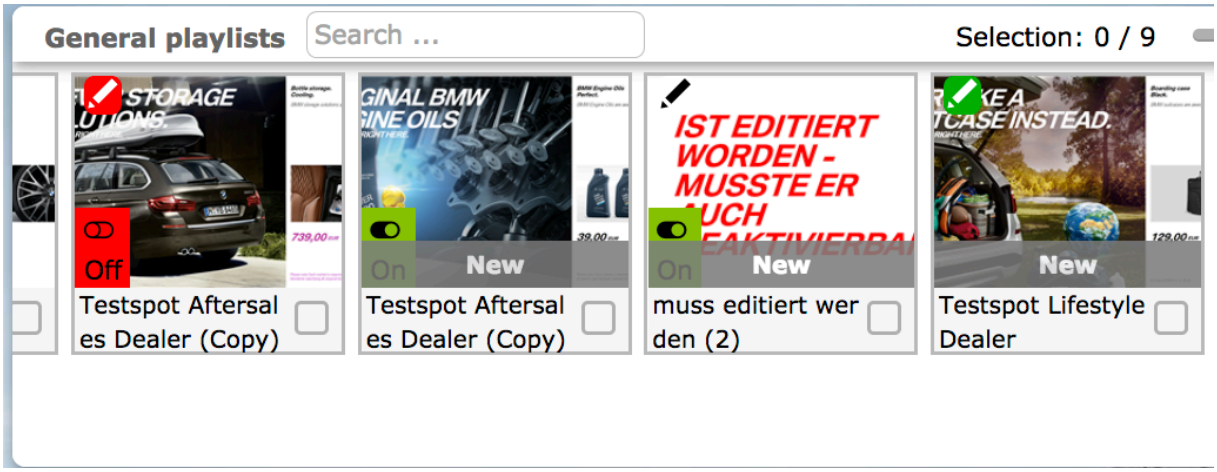
All spots **immediately** go live now, you do not have to take any further action.

In order to add spots to another player repeat steps 1-3.

3.6 Adaptation of spots within the general playlist

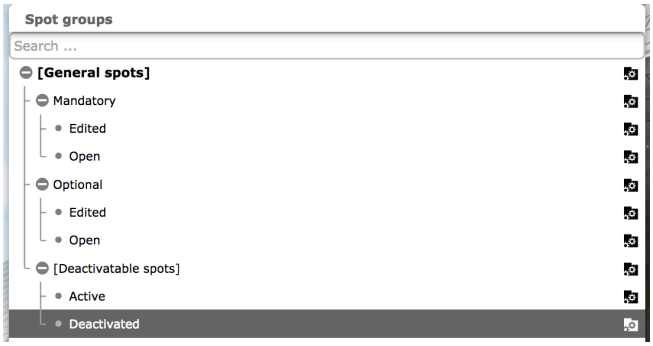
Instead of adding a spot at the end of a playlist, there is also an option for the NSC to allow adaptations of spots that are integrated to the general playlist. This has various advantages: For example, offers can be placed in direct context of a respective mood or image movie and you as a dealer can still adapt certain text elements. Another example is, that you might be already out of stock regarding a product that comes up in a playlist, which you might want to deactivate for that reason. It will shortly be described hereafter how to handle these functions.

You recognize a spot that you can/must adapt by a green (optional adaptation) or a red (mandatory adaptation) pencil in the upper left corner of the spot within the playlist, respectively by the slide control element in the lower left corner (deactivate). The pencil buttons become grey, once an adaptation was conducted.

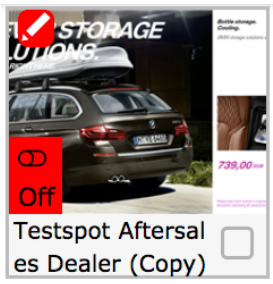


These spots disappear from the playlist if the NSC decides that they will not be relevant any more, even if you have conducted adaptations. As long as they are valid for your playlist, you can find them among your spot groups in the tree “General Spots”. They automatically move between “Edited” (you ava already done an adaptation”) and “Open” (you have not

done an adaptation yet), respectively between “Activated” and “Deactivated” in dependence of the status that is currently set.



3.6.1 Spots that mandatorily must be adapted



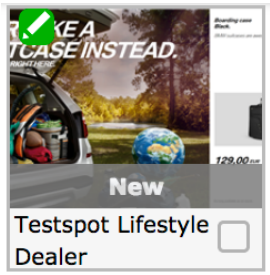
These spots automatically come deactivated (see chapter 3.6.3) as the must be adapted before they can go live. In this case you see the pencil button marked in red, which means that there is a **mandatory** adaptation necessary and the slide control marked in red and indicated “Off”, which means that the spot is not live at your player.

In order to conduct the mandatory adaptations, click the pencil button. Now proceed as described in chapter 3.3.

Afterwards, the pencil button becomes grey ( ) which indicates that you still can adapt the spot, but it has already been done.

To put the spot live, click the slide control and it will become green and indicate “On”.

3.6.2 Spots that optionally can be adapted



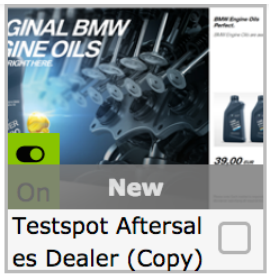
These spots are live in your playlist at any time, even if you have not adapted them yet. In this case they appear with a green pencil button in their upper left corner within the general playlist.

In order to conduct the optional adaptations, click the pencil button. Now proceed as described in chapter 3.3.

Afterwards, the pencil button becomes grey ( ), which indicates that you still can adapt the spot, but it has already been done.

After the adaptation these changes go live immediately. There is no further action required.

3.6.3 Spots that can be deactivated



Deactivatable spots as a standard come activated, which indicates the green slide control. They are live in your playlist.

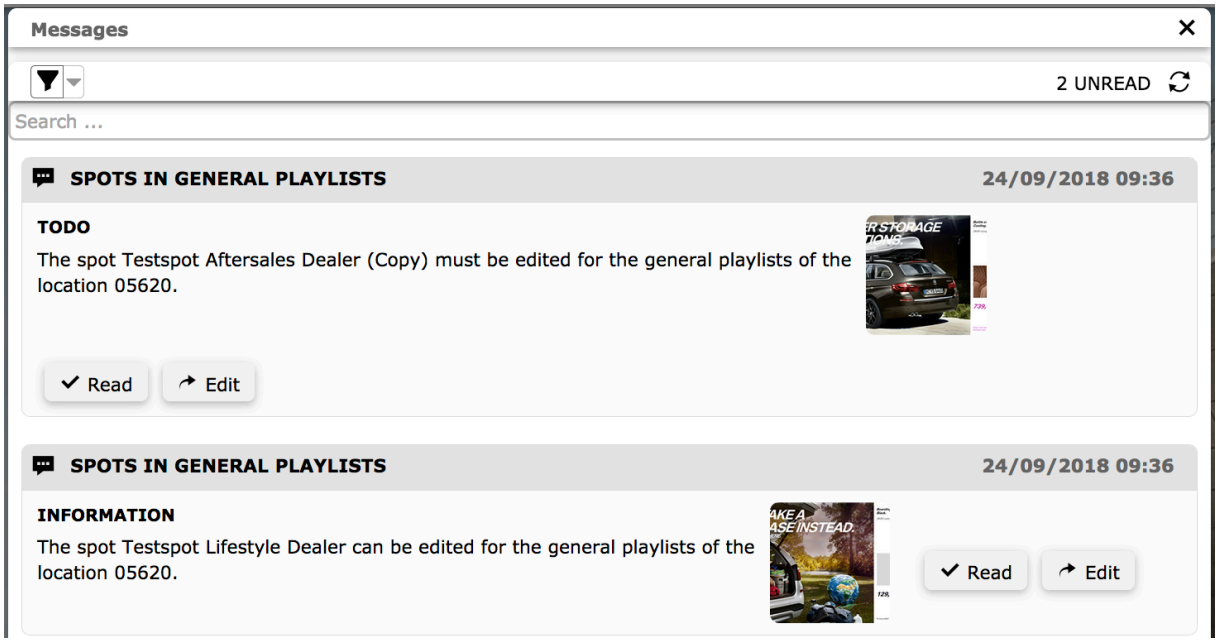
Click the slide control in order to deactivate it. The button will turn red. The spot will then not show up in your playlist anymore, unless you reactivate it.

Note that also spots with optional adaptation can be deactivatable.

3.7 Miscellaneous information

3.7.1 Notifications

If there are news or notifications with relevance for you, your will get these in a pop-up window upon login:



In this case, these notifications refer to recently added, adaptable spots. You can jump to the composer and do the adaptation right away if you click “edit”.

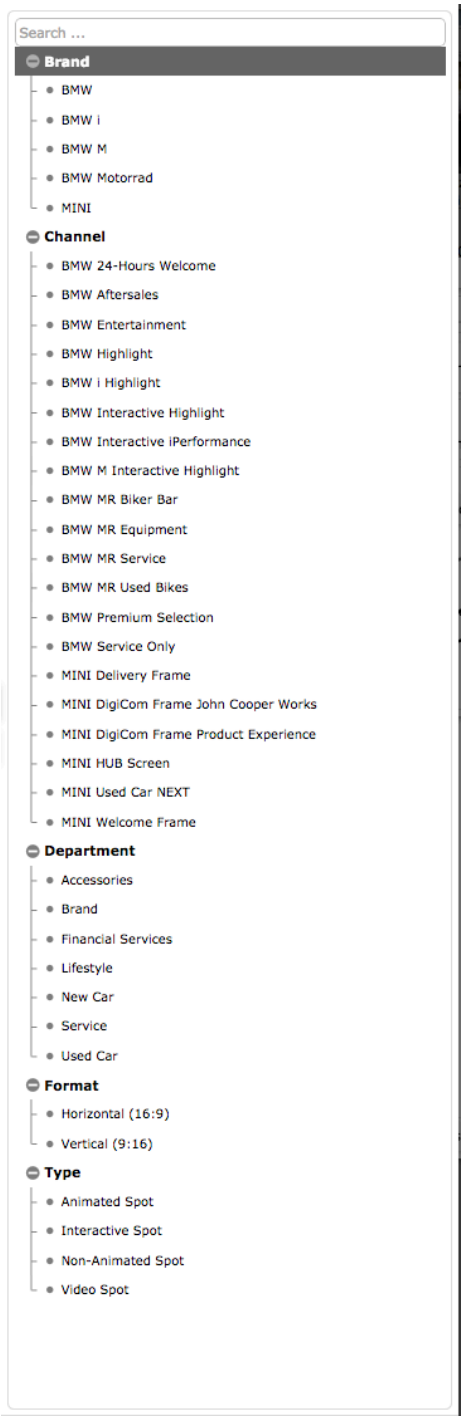
Further information that you get on this channel can refer to downtimes, new functions or other.

If you have closed this window, you can always find the notifications behind the envelope () button at the upper right of the user interface.

3.7.2 Tags

A tag can be attached to a medium or a spot. It defines different properties of the spot closer which on the one hand makes it easier to find the spot within a folder by searching for it and on the other limits the channels/players that it can be shown, in order to prevent e.g. BMW content shown at MINI screens.

You should be aware of the following rules:



Brand

If you assign this tag to a spot, it can only be added to such channels/players that are installed at a touchpoint which is located in a showroom of the respective brand. E.g. if you assign “BMW”, the spot cannot be added to a MINI playlist. To avoid the limitation to one or more brands (e.g. video of a dealer event), do not assign a tag from this section.

Channel

In general, there are no limitations for tags from this section. They only serve for reporting and search issues. Assign a respective tag if it relates to the content.

In particular, the tags “MINI Used Car NEXT” and “BMW Premium Selection” must be added to spots that should be shown on Used Car Playlists.

Department

There are no limitations for tags from this section. They only serve for reporting and search issues. Assign a respective Tag if it relates to the content.

Format

This prevents a horizontal spot to be played on a vertical screen or vice versa. The only vertical screen for BMW Group showrooms is MINI Welcome. If you use videos, then the usually will be Full HD, horizontal. Assigning the respective tag prevents the video to be shown at the MINI Welcome vertical screen.

Type

There are no limitations for tags from this section. They only serve for reporting and search issues. Assign a respective tag if it relates to the content.

Models (not displayed in screenshot)

There are no limitations for tags from this section. They only serve for reporting and search issues. Assign a respective tag if it relates to the content.

weather-state (not displayed in screenshot)

Assign this tag if the offer made in the spot should be shown at the respective weather condition in your surrounding. There are no limitations for tags from this section.

Ignore other tag sections you might see here unless told otherwise by the POS.digital support.

4 Support and Feedback

Our help page offers support for commonly known issues: https://help.bmwgroup-posdigital.com
Behind the "?" buttons within the CMS you can take advantage of Grassfish online help.
Support is available via the regular 1st level support process. Please name BuNo and Box ID in case of an incident.

Your feedback is appreciated. Are you missing functions? Is there anything unclear in this manual? Let us know.