

# ONLINE SALES & MARKETING ENGINE

The OSME package is providing hierarchical organizations with a unique tool for customized online sales, thereby providing increased turnover and a more cost efficient distribution, as well as a tool for central control over the marketing material, thereby securing a standardization of the branding process.

**IQILITY**

[WWW.IQILITY.COM](http://WWW.IQILITY.COM)

# CONCEPT



Global online sales for 2013 is estimated to 1,8 trillion USD which is an 18% increase from 2012.  
*wikipedia.org*



In the age of global economics 20 to 80 percent of a company's value is represented by the brand.  
*eMarketer*

## SALES

### Challenge

Many companies are struggling to define a model that respects the established organizational structure while introducing online sales as a part of their business.

### Principle

The customer buys products on the web from their local provider. A regional or national level administrator handles the order and ships the products directly to the customer without provider interaction (the local providers are reimbursed their part of the revenue separately). The central or global administrator can oversee the whole process.

### OSME solution

The OSME package delivers a professional web solution that ensures central control of the brand and personal interaction with the customer, while letting the lower levels provide the logistics and the back-office functions. The OSME offers the organization a model for harvesting the opportunities of the new era while maintaining the vital structures of the old.



## MARKETING

### Challenge

Many companies experience challenges when distributing their profile and material throughout a big organization. Repeated manual processes on different levels often create uncoordinated market communication and a distorted brand profile, as well as increased costs.

### Principle

The central administrator puts designed content onto a global website and the administrators at the lower levels are then left with the simple task of accepting the objects for their websites and marketing campaigns, as well as doing the translation if it is a foreign language branch.

### OSME solution

With the OSME package the company's products, services, campaigns etc. is put into the system only once, ensuring that all online and print based material keep a uniform brand profile. The organization has thereby full control of what is communicated where, when and to whom. The required implementation at each level of the organization is reduced to a minimum, offering an extremely cost effective solution.



*OSME offers a flexible configuration of levels and routines. This 4-level structure is only one possible configuration.*

# CUSTOMER CASE

Sothys Paris is, with more than 20.000 partner salons in 120 countries, one of the world's leading brands for professional skin care. Iquility has designed the OSME package with Sothys' type of organization in mind, making it possible to integrate the global exporter, the national distributors and their local partner salons into one system, thereby facilitating the distribution of customized products, treatments and promotional objects in accordance with Sothys' dedicated design templates.

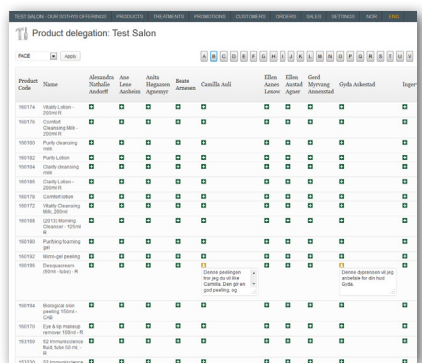
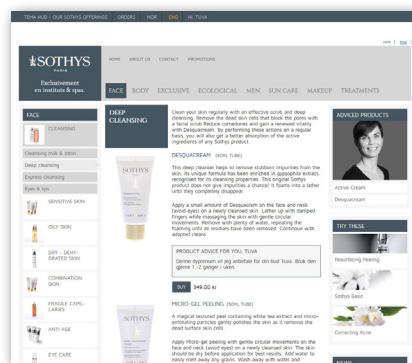
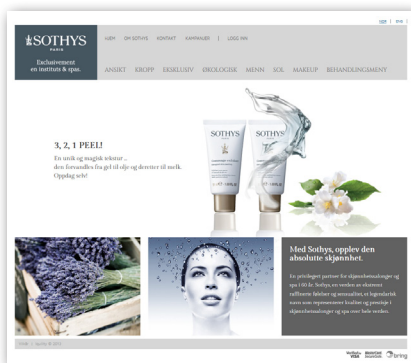
The OSME system has been fully implemented by Sothys' Norwegian distributor Cosmenor who can now offer their partner salons up-dated Sothys sub-sites with personal product advices and web shop services for their customers. The salon sites may be configured to run with minimal interaction from the salon, with Cosmenor ensuring content update, order handling, reimbursements etc.

**COSMENOR**  
DISTRIBUTOR AV SOTHYS PARIS



The Sothys web site is fantastic. The information is always fresh and revenues just show up in our bank account every month. We can focus on the skin care part of the business - that's what Eva and I are good at.

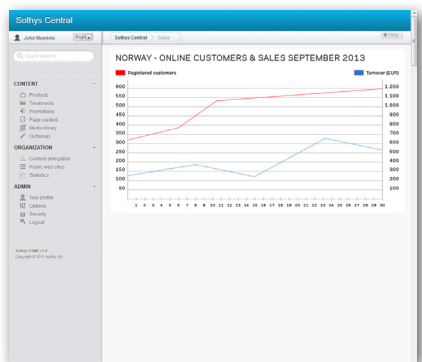
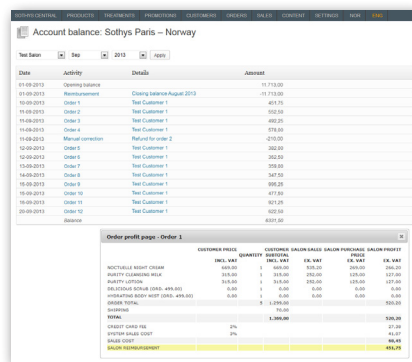
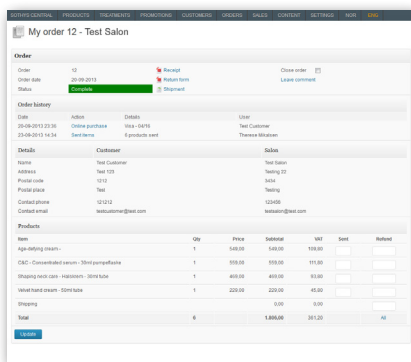
Izabelle Jansson  
Tema Hud - Cosmenor partner salon



The Norwegian Sothys' OSME implementation is both visually and structurally designed specifically for the skin care customer. Both the national site and salon sub-sites are based on the same template and domain structure, securing www.sothys.no/salonname an optimal search engine page ranking.

Only signed in customers are presented with prices and the option to buy products. The user is greeted by his or her therapist and with personal product advices. The customer is also re-routed to their local salon if they log in through the national web page interface, securing the interests of the local provider.

The product delegation functionality also offers the salon administrator an intuitive interface for managing the personal advices given to the customer. The salon administrator decides through the Settings interface if she wants to manually approve updates to the content objects or if this should be presented automatically.



Order handling provides the national administrator with an immediate overview of orders that needs attention and a one stop interface for dealing with shipments, refunds and comments. This updates the order interfaces for the salon administrator and customer, including links to external carrier shipment status.

A settlement module offers the national and salon administrators a revenue breakdown of each order. The national administrator also has access to enter manual corrections and reimbursements. Together with automatically entered sales costs and monthly subscription fees, this presents the past and current account balances.

Sothys Central is a stand-alone application that feeds the national installations with the products, treatments, promotions and templates data. It also provides the global administrator interfaces for managing the media library and the complete organisation's generic sales and activity reports, as well as other extensive statistics.

# OSME MODULES

## SITE & USER CONTROL

Site control offers an easy wizard for provider creation and a single interface for management of all providers. User control enables the system to customize the access to and presentation of OSME based on defined user levels and individual rights. The flow of content and the corresponding responsibilities is a result of the site and user settings.

## ONLINE PRESENTATION

The online presentation is a combination of content objects and design templates, configured and designed according to customer requirements. Content objects such as products, services, campaigns etc. consists of parameters such as title, bodytext, price, image, duration etc. The content objects may then be launched into any matching design template and the look and feel of the online presentation may thereby be changed with a click.

## WEB SHOP

The web shop is integrated with a payment gateway, offering the customers to pay their online orders with any major credit card, excluding all risk of default and securing cash flow.

## ORDER HANDLING

Order handling offers the regional or national administrator overview and control of all orders. Each shipment of an order may be linked to the carrier partner's logistics system. The module hereby offers all involved parties an updated status of the order handling and delivery, all the way from placement of order until receipt of goods. The regional or national administrator may also refund the customer's credit card directly.

## SETTLEMENT

In the Settlement module the regional or national administrator may enter all corrections and reimbursement payments to the provider. Together with the sales data from the orders, this offers the regional/national administrator and the provider administrators an overview of all sales and a breakdown of earnings and settlements.

## PRINT SHOP

The Print Shop combines design templates with system data to create customized posters, roll-ups, flyers etc. The material may be composed of global campaign text, national periods and provider price and contact info, all within the professional campaign design template. The user ordering the material has a preview and an accept option before the material is handed off to the dedicated print partner.

## MEDIA MANAGEMENT

The Media management offers overview and control of all system and content photos, documents and live media. For online interfaces the module provides click-of-a-button or scheduled options for removal or replacement of rights managed media. The module also offers full overview of all media embedded in printed material.

## REPORTS & STATISTICS

The data gathered from all OSME activity is used to generate a wide range of reports and statistics customized for the individual user of the system, both in regard to how, when and in which way the data is presented. This includes content flow, user activity, sales, order handling, stocks, media status, visitors to the different web sites etc.

## LANGUAGE CONTROL

Global content objects and system text is entered in one or more Default Global Languages. The language alternatives for administration and online presentation interfaces are configured specifically for each national installation or level. The national administrators have real-time overview of all new objects and updates to existing objects distributed to them and can easily manage the translation and verification.

## STOCK MANAGEMENT

The Stock management offers overview and control of stocks. Connected to the Web shop and Order handling, this module includes options for threshold based internal alerts and automatic modifications of product presentation. Connection to the product parameters ensures real-time overview of stock value.

## PROACTIVE MARKETING

Proactive marketing offers tools for creating and managing a variety of marketing campaigns. The recipients may be existing as well as potential new customers and the channel may be e-mail, online marketing, printed material, direct contact etc.

## EXTENSIONS

OSME may be connected to other systems or dedicated databases through APIs or customized interfaces. This includes credit card clearing gateways, carrier partner's shipment and print partner handling systems, accounting and logistics software, analytics and reporting applications etc. OSME also supports several import/export options by csv or text.