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MODULES

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 hereby be changed in a click.

WEB SHOP

Order handling offers the 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 National administrator may also refund the customer's credit card directly.

Online Sales & Marketing Engine

ONLINE SALES & MARKETING ENGINE

The OSME package offers hierarchical organisations a unique application for customized online sales, increased turnover and a more cost-efficient distribution, as well as a tool for central control over the marketing material, securing a standardisation of the branding process.

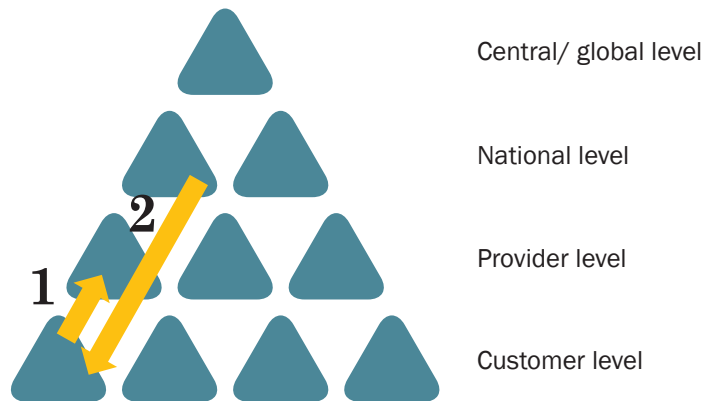# CONCEPT FOR SALES

CHALLENGE
Many companies are struggling to define a model that will respect the revenue flows in the established organisational 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.

Central/ global level

National level

Provider level

Customer level

Also, the use of the main Sales & Marketing modules are configurable allowing the organisation a flexibility in the deployment.

CONCEPT FOR MARKETING

CHALLENGE
Many companies experience challenges when distributing their profile and material throughout a national or global organisation. 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 organisation retains full control of what is communicated where, when and to whom. The required implementation at each level of the organisation is reduced to a minimum, offering an extremely cost effective-solution.
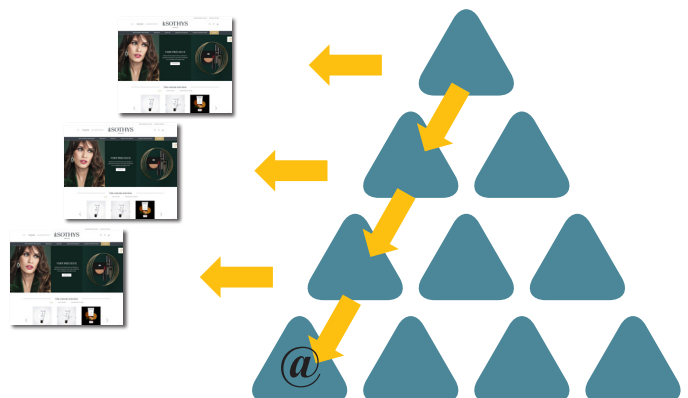
OSME offers a flexible configuration of levels and routines. This 4-level structure is only one possible configuration.

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

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WEB SHOP

The web shop is natively integrated with a Stripe payment gateway, offering the customers to pay their online orders with any major credit card, excluding all risk of default Additional payment gateways can be added with minimal effort.

ORDER HANDELING

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 or printed inhouse.

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, vistitors to the different web sites, failed logins 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. The translation responsibility may also be delegated to a external party through a dedicated translator user type account.

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.

EXTENTIONS

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 handing systems, accounting and logistics software, analytics and reporting applications etc. OSME also supports several import/export options by csv or text.

CUSTOMER CASE

Sothys Paris with more than 20.000 partner salons in 120 countries is one of he world's leading brands for professional skin care. OSME was designed for the Sothys type of organisations of the world making it possible to integrate the global exporter, the national distributors and their local partner salons into one system, facilitating the distribution of general branding and content objects into Sothys' dedicated design templates on all levels.

The OSME system has also been fully implemented by Sothys' Norwegian distributor Cosmenor which offer their partner salons both an app for the end customers and an app where the partners manage their salon and the customers.

The Cosmenor organisation delivers updated content, order handling, reimbursements etc. and managing the apps requires minimal work from the salons

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The OSME service is really a gift. The information to our customers is always fresh and the revenues just show up in our bank account every month - like magic.

With OSME we can focus on the skin care part of the business, which is what my partner Eva and myself are good at.

Izabelle Jansson
Owner of Tema Hud in Asker - a Cosmenor partner salon