

MarcomCentral Online Training: Admin Tool

Session 1: Admin Tool, Groups & Users

1. Instructor-led training (ILT) via GoTo Meeting (~2 hours)
 - a. Intro to the training program and MarcomCentral Academy
 - b. Intro to Users and Groups
 - c. Overview and navigation of the Admin tool
 - d. Account Settings
 - e. *Optional: Setting up Shipping, Addresses, and Cost Centers*
2. Videos to watch in MarcomCentral Academy (MCA)
 - a. Watch MarcomCentral Admin Tool Overview video
 - b. Watch Portal Users Course (Groups & Users)
 - c. *Optional: Watch Using Shipping in MCC video*
 - d. *Optional: Watch Shipping & Checkout video*
3. Hands-On Exercise
 - a. Create Group(s)
 - b. Create Users (Purchaser & Sr. Purchaser)
 - c. Log-in to test each User

Session 2: Products & Catalog Editor

1. Q&A + ILT (~2 hours)
 - a. Introduction to Product Types
 - b. Overview of Catalog Editor
 - c. Test Products in Portal
2. Videos to watch in MCA
 - a. Watch Product Type Overview video
 - b. Watch Static Product Creation Course
 - c. Watch Versioned Product Creation Course
 - d. Watch Catalog Editor video
3. Hands-On Exercise
 - a. Create Static Product for Print & Digital Delivery – Travel Insurance Flyer
 - b. Create Static Digital Delivery (DD) only – Time2Travel logo
 - c. Create Versioned Product – Destination Flyer
 - d. Add and Publish in Catalog Editor
 - e. Test in Portal and approve product

Session 3: Additional Functions

1. Q&A + ILT (~2 hours)
 - a. Instruction on Advanced Search
 - b. How to Copy Products
 - c. How to create Product Profiles - Seasonal Flyer
 - d. Instruction on Bulk Operation (create additional SKUs for Seasonal Flyer)
2. Hands-On Exercise
 - a. Add Custom Facets & Apply to Products
 - b. Create Products from Profile/Copy using Bulk Ops
 - i. Seasonal Flyer
 - ii. Time2Travel Brochure

MarcomCentral Online Training: Template Creation

Session 4: Intro to FusionPro and Template Creation Process

1. Q&A – ILT (~2 hours)
 - a. Overview of phases and steps - PPT
 - b. Intro to configuring templates in MarcomCentral
 - c. Testing in Admin Tool & Portal
2. Videos to watch in MCA
 - a. Building a Custom PDF for MarcomCentral
 - b. Template Setup for Versioned Items
3. Hands-On Exercise
 - a. Export/Build “Destination Flyer”
 - b. Upload and configure in Marcom; replace the files uploaded in Admin Session 2
 - c. Test in the Portal

Session 5: Steps Review and Template Build

1. Q&A – ILT (~2 hours)
 - a. Review steps/actions for template build
 - b. Walk through building a “Business Card” template
 - c. Upload and configure in MCC
2. Hands-On Exercise
 - a. Build Business Card
 - b. Upload to MarcomCentral & configure
 - i. Build the Product or work with Admin to get Product Built
 - c. Test in Portal

Session 6: 1 to 1 Customer Session/Q&A (optional)

1. ILT - Content TBD (~2 hours)
 - a. Customer gets time with a trainer
 - b. Contact Onboarding Project Manager to schedule
 - c. Content TBD, but should be established prior to meeting