



brandwise
Your Modern Sales Studio



YOUR GUIDE TO UPGRADING TO PLAY

INFORMATION &
REQUIREMENTS FOR
UPGRADING TO YOUR
MODERN SALES STUDIO



Play



Reach



Vision



Reward



Stream



Most retailers want to see what they are buying. Brandwise Play brings engaging imagery and digital order taking together in one enthralling application. Brandwise Play gives sales reps access to a supplier's complete product line while eliminating heavy and costly catalogs. Simply create brilliant product presentations, then effortlessly update and customize your presentation for any occasion.

Play on your iPad, Play on your laptop or Play on any Windows 8 device. Play offline or Play online. It's the way selling should be done.

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Play

READ THIS DOCUMENT CAREFULLY

This document outlines all required hardware specifications and functionality that have gone through some **changes** since your last upgrade. Pay close attention to this document, as these differences may be central to your **daily operations**.

HARDWARE REQUIREMENTS



Play

SERVER

Small Network: (Under 30 users)

PROCESSOR:

Intel Core I5, 2.80 Ghz

OPERATING SYSTEMS:

Windows Server 2008
 Windows Server 2003
 Windows 8 Full Version -
 Intel Only
 Windows 7 Home Premium
 Windows 7 Professional
 Windows 7 Ultimate

MEMORY:

Required: 8GB RAM*

HARD DRIVE:

100 GB of **FREE SPACE**
 7200 RPM*

Large Network: (Over 30 users)

PROCESSOR:

Intel I7 3.4 Ghz

OPERATING SYSTEMS:

Windows Server 2008
 Windows Server 2003

EXTRA SOFTWARE:

Full SQL Server 2005*

MEMORY:

Required: 12 GB RAM*

HARD DRIVE:

100 GB of **FREE SPACE**
 7200 RPM*

* Recommended specification for best performance.

Brandwise **does not** support Server 2012, SQL 2008 or SQL 2012

HARDWARE REQUIREMENTS



Play

WORK STATIONS

Workstation	PROCESSOR: Intel I3 3.1 Ghz *Recommended: Intel I5 Processor	OPERATING SYSTEM: Windows 8 Full Version - Intel Only Windows 7 Home Premium Windows 7 Professional Windows 7 Ultimate	MEMORY: RequiredL 4 GB RAM* HARD DRIVE: 50 GB of FREE SPACE 7200 RPM*
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REP SYSTEMS

Desktop	PROCESSOR: Intel I3 3.10 Ghz *Recommended: Intel I5 Processor	OPERATING SYSTEMS: Windows 8 Full Version - Intel Only Windows 7 Home Premium Windows 7 Professional Windows 7 Ulitmate	MEMORY: Required: 4 GB RAM HARD DRIVE: 100 GB of FREE SPACE 7200 RPM*
Laptop	PROCESSOR: Intel I3 3.10 Ghz *Recommended: Intel I5 Processor	OPERATING SYSTEMS: Windows 8 Full Version - Intel Only Windows 7 Home Premium Windows 7 Professional Windows 7 Ulitmate	MEMORY: Required: 4 GB RAM *Recommended: 8 GB RAM HARD DRIVE: 100 GB of FREE SPACE 7200 RPM*
Mac with Boot Camp	PROCESSOR: Intel I3 3.10 Ghz *Recommended: Intel I5 Processor	APPLE OS: For compatible Boot Camp/ Windows versions click here for OS system requirements WINDOWS OS*: Windows 7 Home Premium Windows 7 Professional Windows 7 Ultimate	MEMORY: Required: 4 GB RAM *Recommended: 8GM RAM HARD DRIVE: 100 GB of FREE SPACE 7200 RPM*

* Recommended specification for best performance.

HARDWARE REQUIREMENTS



Play

POCKETELITE

Brandwise does not currently support Windows Mobile 6.1 or higher.

Hardened PPC	EXAMPLE:	PROCESSOR:	NETWORKING:	SCANNER:
	Socket SoMo 650	Intel PXA270 624 MHz	Internal 802.11b	Socket CF Scan Card 5M (sold separately)
		OPERATING SYSTEMS:	Wireless Bluetooth	
		Windows Mobile 5 Premium	STORAGE:	ADVANTAGES:
		MEMORY:	512 MB SD Card (sold separately) (no SDHC Cards)	Fastest Processor
		128 MB SDRAM 256 MB FLASH		
Ruggedized PPC	EXAMPLE:	PROCESSOR:	NETWORKING:	SCANNER:
	Symbol MC50	Intel XScale 520 MHz	Internal 802.11b	Built-in options: Linear (Required)
		OPERATING SYSTEMS:	Wireless	CCD (DO NOT BUY) CMOS (DO NOT BUY)
		Windows Mobile 2003 2nd Edition	STORAGE:	ADVANTAGES:
		MEMORY:	512 MB SD Card (sold separately) (no SDHC Cards)	Drop tested 3ft integrated scanner
		64 MB RAM 64 MB ROM		
Ruggedized PPC	EXAMPLE:	PROCESSOR:	NETWORKING:	SCANNER:
	Symbol MC70	Intel XScale 624MHz	Internal 802.11b	Linear (Required)
		OPERATING SYSTEMS:	Wireless	CCD (DO NOT BUY) CMOS (DO NOT BUY)
		Windows Mobile 5 Premium	STORAGE:	ADVANTAGES:
		MEMORY:	512 MB SD Card (sold separately) (no SDHC Cards)	Drop tested 3ft integrated scanner
		128 MB RAM 128 MB ROM		

* Recommended specification for best performance.

RECOMMENDED BARCODE SCANNER

The CF Scan SE2 Class 1 Laser from Socket is a reliable solution to scanning in a dynamic showroom environment. Its state-of-the-art laser technology enables the reading of damaged, poor quality, and hard-to-read bar codes. These units are available from several online re-sellers. To find the best price, we recommend using Pricegrabber.com or Gemini Computers, Inc. to shop for this product.

HARDWARE REQUIREMENTS



Play

PLAY FOR IPAD

iPad:

MODEL:

iPad 2 or Greater

APPLE OS:

IOS 6 or greater

MEMORY:

Required: 16GB RAM

*Recommended:

32GB RAM

* Recommended specification for best performance.

BRANDWISE REQUIRES that you run up-to-date anti-virus on your computers at all times. We do not recommend using Kaspersky anti-virus as it conflicts with some of the core database functions of our applications. Instead, we recommend Microsoft Security Essentials.

PRODUCT CHANGES



This portion of the upgrade guide outlines all of the differences and changes in the software after your upgrade.

It is necessary that you review the following information very carefully - this information may affect the way you do business.

NOTICE TO USERS - CREDIT CARDS

The ability to enter new credit cards without an internet connection is not available in version 11 of Brandwise Play products. This is to protect our customers and to keep sales rep agencies outside the scope of PCI compliance. Not having credit card numbers on laptops, servers, and iPads means not having to worry about increased oversight, fines ranging in the millions, or losing the ability to process credit cards in the future. To request more information about how this new Brandwise process protects you, your suppliers, and your customers, please contact Brandwise.

PRODUCT CHANGES



PLAY FOR PC

This section of the guide details the differences you will experience when upgrading sales reps on the road and in showrooms from ShowroomElite to Play for PC. While the following functionality does not currently exist in Play for PC, Brandwise will continue the development of the following features, to be released with future versions:

FUTURE FUNCTIONALITY - PLAY FOR PC

- Ship date management functionality that previously allowed users to move several items at once to a different ship date is not available within Play. While all items on an order can be moved and individual items can be moved between ship dates, the ability to move items en masse is not supported.
- Play users do not currently have access to multiple sort levels or other advanced sort features while entering line items including the ability to toggle between scanned descending, SKU, Vendor, etc. By default, line items will be sorted scanned descending and users will be able to sort each order's items by any column header.
- Functionality that allowed users to disable and enable prompts when duplicate SKUs are entered is not available. Duplicate SKUs always prompt the user.
- Advanced promotions, previously available only on single manufacturer systems, do not allow users to discount based on specific line items or product lines ordered. Standard promotions, allowing users to apply a discount or use specific terms once the order has met a pre-set total, still functions as before.



POCKETELITE & PLAY FOR IPAD

This section of the guide details the differences you will experience when upgrading sales reps on the road and in showrooms from PocketElite to Play for iPad.

NOTICE TO POCKETELITE USERS

- PocketElite Road Mode is no longer supported by Brandwise in version 11 and beyond. Play for iPad is to be the replacement for PocketElite on the road going forward. PocketElite for Showroom is still supported.
- PocketElite for Palm and Brandwise for Palm are no longer supported.
- New credit cards will no longer be able to be entered on a pocket PC device using PocketElite in show mode. Entering a new card will need to take place at a workstation with an internet connection. Note: You will still have the ability to select any saved customer credit cards to apply to an order.
- Signature Capture on the iPad.
- Functionality to disable and enable quantity pricing when line items are entered. Quantity pricing will always apply to the line items being entered on the order.
- Duplicate sales orders on the iPad. For now, orders written on the iPad can be transferred to a user's PC and duplicated in Play for PC.
- Advanced promotions for a single manufacturer system to allow users to discount based on specific line items or product lines ordered. Standard promotions, allowing users to apply a discount or use specific terms once the order has met a pre-set total, still functions as before.

FUTURE FUNCTIONALITY - IPAD

After upgrading from PocketElite to Play for iPad, users can expect to see the following functionality released in future versions of Play for iPad.

- Product lookup, or searching for an item without starting an order.
- The ability to set customized pricing list codes on a new customer directly from the iPad. When adding line items, the price list code set for the customer will be used. If the customer doesn't have a price list code set, the default price list for the supplier will be used.
- Customer Notes and Dated Notes.
- Product Line Search filters or the ability to search for products within a product line.
- Entering or modifying credit sheets from the iPad. This functionality still exists in Play for PC.
- The ability to change the sales rep assigned to an order on the iPad if you have this permission. Orders can be transferred between the iPad and PC and changed in Play for PC.
- The ability to mark an order as sent to the supplier has been discontinued because the iPad handles transmitting orders to suppliers using convenient, automated, electronic transmissions via Brandwise Stream.

PRODUCT CHANGES



DISCONTINUED FUNCTIONALITY - POCKETELITE

The following functionality does not exist in the current version of Play for iPad, and it will **not** exist in future versions:

- Reports (Sales Analysis) – Offline reporting will be discontinued in Play for iPad, but Brandwise will continue to develop robust, online reporting through Brandwise Vision, allowing users to access reports from any internet-connected device, including their iPad.

PRODUCT CHANGES



VENDORXCHANGE

NOTICE TO VENDORXCHANGE USERS

- VendorXChange is not supported with Version 11 or later. [Brandwise Stream](#), a web-based solution, provides the functionality of VendorXChange without the hassle of dedicated hardware and the convenience of being able to connect and process orders from anywhere.
- Stream does not currently support Line Item Mapping, a feature that would allow users to download orders while mapping products entered by agencies to a particular SKU within the supplier system. Agencies can disable adding unknown line items and maintain products using a simple import from an Excel Spreadsheet to keep correct product available in the database.



GETTING STARTED WITH BRANDWISE PLAY

Brandwise Play offers engaging digital displays for enhanced presentations and order capture. In order to take advantage of Play and to allow it to live up to its potential, it's important that you communicate with your suppliers to begin gathering catalog PDFs and individual product images. The catalog PDFs and product images submitted to Brandwise will be used across multiple Brandwise products when applicable (Play for PC, Play for iPad, and Reach).

Brandwise encourages each supplier to get signed up for their very own free Brandwise Cloud Account. This Cloud Account allows suppliers to upload their product data files, catalog PDFs and product images directly to Brandwise for processing. Once this data has been processed, it will be dispersed to all agencies who represent a supplier.

By receiving product data directly from suppliers, Brandwise is able to significantly decrease the amount of work required by agency and supplier staff. Be sure to inquire about the Brandwise Cloud Account at the beginning of your implementation. If for some reason, you are not going through a traditional implementation process with an Implementation Specialist, [CLICK HERE](#) to set up your Brandwise Supplier Admin Account, or email our site content department: content@brandwise.com.

PRODUCT IMAGE REQUIREMENTS

As you communicate with suppliers to gather product images, keep in mind the following requirements. Please be sure to follow image specifications and naming instructions, otherwise we cannot use the image.

Product Images **MUST** be provided for each product. Brandwise can only accept one image per product.

High-Resolution Image Specifications:

- Product Images need to be .jpg files that are no smaller than 300 pixels on the longest side of the image, at least 72dpi and in RGB color mode.
- Each individual product must have its own image file.
- If multiple SKU's use the same image, you must provide an image for each SKU.
- Image files must be named as the correlating product ID or SKU number.

GETTING STARTED



Play

EXAMPLE: If the product in your product file is SKU 210670

CORRECT



210670.jpg

INCORRECT



210670_multi.jpg



To upload multiple images at once, create a zip file of your images and upload the zip file through your Brandwise Cloud Account!

Not sure how? [Click here to find out!](#)

GETTING STARTED



Play

CATALOG PDF REQUIREMENTS

Brandwise Software will display supplier products individually in our gallery view, or users can enjoy the ease of flipping through digital catalogs and order directly off of each page. To do this, we need your catalog(s) PDF files with the following specifications:

High-Resolution Catalog Specifications:

- Print ready catalog in .pdf file at 300dpi
- Single/Split, double facing pages
- Bleed marks cropped out

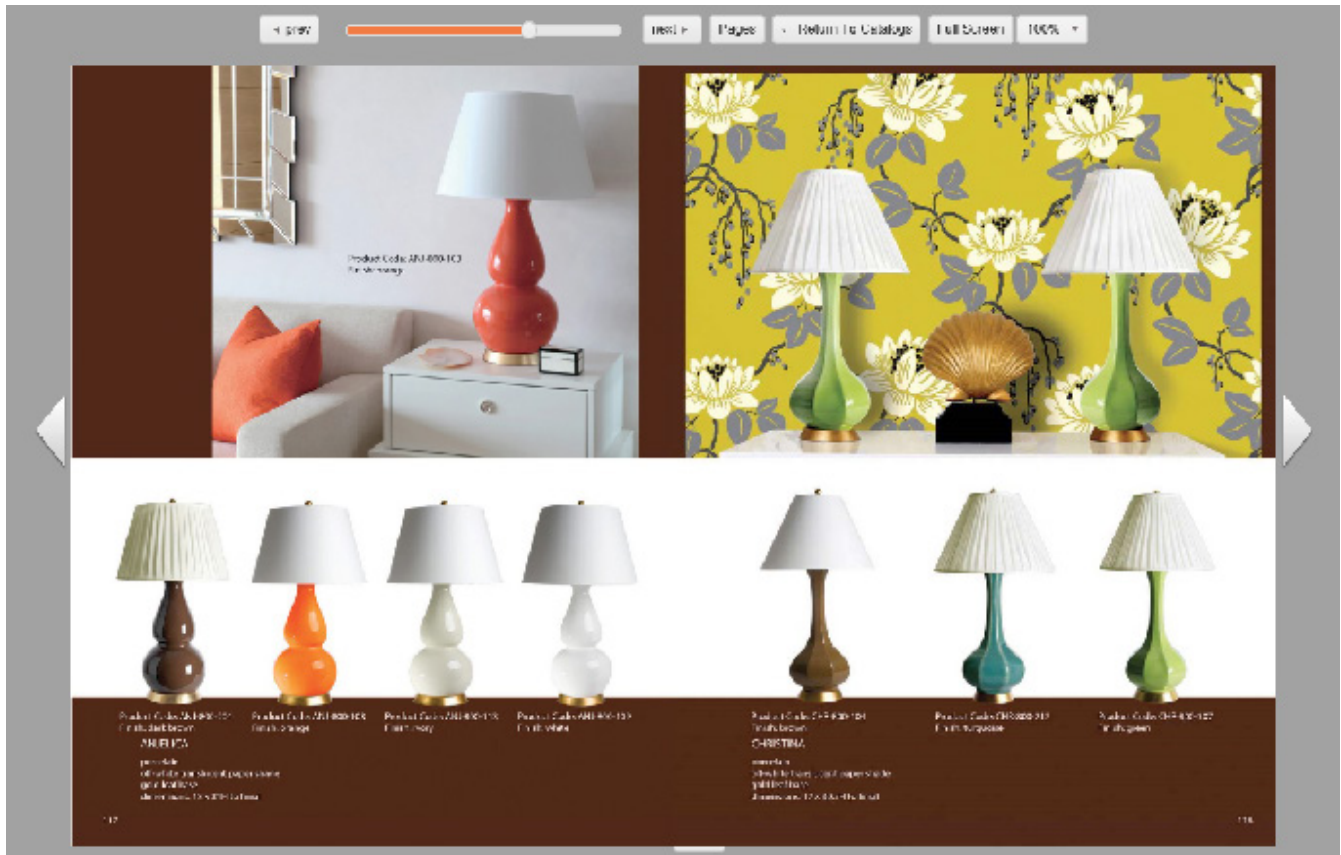
In order for your catalog to be hotspotted properly, please ensure that you have loaded all correlating product data into your ShowroomElite System. Otherwise your catalog will not be hotspotted. Products that are not hotspotted cannot be added to a cart.

GETTING STARTED



Play

Here is an example of how your catalog will appear:



Here is an example of a hotspot displaying product data.

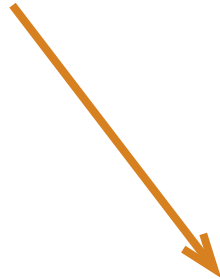


GETTING STARTED



Play

Wanna get a head start on submitting your product data? Click on this Brandwise Cloud Account to download your complete guide and get signed up today!



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HOW TO USE YOUR **FREE** BRANDWISE SUPPLIER ADMIN ACCOUNT

SUPPLIERS' ACCESS TO MANAGE AND UPLOAD CATALOGS, PRODUCT IMAGES, AND PRODUCT DATA FOR BRANDWISE-POWERED REP GROUPS

Play Reach

UPGRADE AGREEMENT



Play

In order to begin the upgrade process, you will need to fill out our upgrade agreement. Please contact us at sales@brandwise.com to let us know that you would like to begin the upgrade process.

Please note that there may be a fee for your upgrade. If this is the case for you, Brandwise will send you a quote based on the new fee structure.

STAY INFORMED!



Play

EMAIL NEWS

- Presentation & Order Entry: Play
- Online Retailer Ordering: Reach
- Sales & Territory Reporting: Vision
- General Brandwise News

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Blog posts on industry news, tips & tricks, selling success stories and more!



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Play

ADDITIONAL RESOURCES

Brandwise makes it easy so you can sell more. You'll love our electronic order submission, online and mobile catalogs, and sales reporting tools for managers and sales reps.

All Brandwise solutions work together so everyone in your organization gets the tools and information they need to make selling easier.

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FIND US ONLINE

