buildingvine

the enterprise collaborative repository

cemco merchant network · eBiz · amazon web services · Alfresco

1. Introduction

Layman's terms – please!

What is it?

Building Vine is a repository. It stores information and then supplies other applications with that information in a universal format they can understand. It's also a stand-alone website providing people with product information on over 100,00 product lines (new products are being added daily).

You load your products, images, brochures –and any other files (from autocad files through to installation instructions), and add press releases to the system. This data is stored in our "repository", and is syndicated across a wide array of platforms and devices - to Buying Groups intranets, Merchants in-house back-office systems, Merchants e-commerce websites, the Building Vine website, and our mobile platforms.

We currently have over 1,000 end users – all of whom are based at Independent Builders Merchants across the UK. From Principles and MDs, through to Branch Managers and Counter Staff.

Building Vine isn't just for Merchants – it's also valuable for end users and Merchants customers; your customers customers.

What can it do for my business?

There a number of key things Building Vine can offer your business:

1. **Get REAL Metrics**
   How many people read your last press release? How many Merchants sell your products, and how active are their websites? What do people really think about your products? Building Vine can help you answer these questions.
2. **Centralise your product data – and choose who has access to it.**
   Instead of Merchants having to log into over 200 websites, they can log into one. If they're a member of the CBA, CEMCO or the h&b, they already have access from inside their Buying Group Intranet – opening up all your data to over 1,000 users.
3. **Enable Merchants and Retailers to "tap into" your product data directly from their website. They can display product images on their website that *you* have control of.**
   Stop sending out CDs – but retain control of your product images in the marketplace.
4. **Show user specific prices against your products.**
   Stop your customers constantly phoning you to ask their cost prices.

5. **Invite anyone to your site, and then allocate prices and documents**
   Give all your customers access to your site, regardless of what Buying Group (if any) they're a member of. Users can register for Building Vine for free – or login via Facebook – so you can offer any of your customers access.
6. **Provide a mobile platform for your users.**
   You get your own dedicated mobile site, designed specifically for hand-held touch screen mobile devices. It can show product information, retail and cost prices, and retailers/stockists close to their location.
7. **Instant setup.**
   You can be setup in minutes. Dedicated mobile site included!

These are just a few reasons (there are many more) why Building Vine is a great choice for your business.

Why are merchants so keen for us to get it?

Merchants are keen because keeping their systems up to date is becoming increasingly cumbersome, labour intensive, and cost inefficient. In today's uncertain times, Merchants need to improve their efficiency, ensure they have the latest information available to them, and stay on top of their margins.

Scenario: ecommerce

If a merchant wants to start selling online, they are presenting with numerous issues. Most merchants deal with over 200 suppliers.

1. **Product Images**
   Merchants need images of products in order to sell online. At present, they are either sent a CD with images on (200 odd CDs to go through), or they are directed to the supplier's website. Fancy visiting over 200 websites and downloading images one by one? No! Also, images are changed, products are added all the time – the whole scenario becomes increasingly cost prohibitive for Merchants; they need dedicated staff to constantly manage product data and images online.

   With Building Vine – everything is done automatically. A Merchant simply links to us, and we retrieve your product images (based on your barcode/product code), resize and crop the image, and deliver it to the Merchants websites. When new products are added, they don't need to do anything – when images change, they get updated automatically. You can see why Merchants are keen!

2. **Product documents**
   As with images, products have documents (installation instructions, user guides, brochures). Again, Merchants are faced with the same problem – they have to extract from CDs and constantly monitor external websites to keep these documents up to date.

Again, Building Vine does all this for them. The products on their websites get all your associated documents and PDFs, providing a much more unified experience to their users.

3. **Weights**
Weight is an important factor for ecommerce. Most merchants don't have product weights in their internal back office system – so it's very hard for them to sell products online as they can't automatically calculate shipping costs.

Building Vine resolves all these issues – providing merchants with a single point of data – that is controlled by the supplier, helping them to increase their margins, provide more accurate representations of your products, and helping them jump into ecommerce.

Scenario: back office

In order to keep margins as high as possible, and to keep on top of price changes, Merchants need to ensure their back office system is as up to date as possible. Building Vine enables Merchants to import your data into their back office system in a unified format – including cost prices. They can do this daily, weekly, or whenever they need to. This ensures that the cost prices in their system are as up to date as the data you provide them – eliminating margin errors when people sell products without realising there has been a cost price increase.

Merchants also want accurate product information in order to sell your products. Customers want brochures, product statistics and information – and if a Merchant can't deliver, they'll choose another product or another Merchant.

Scenario: unification

With Building Vine, Merchants can get access to products, images, documents, cost prices, rebates, and turnover and supplier information in one single location.

This has a profound effect on productivity – as Branch Managers get everything they need in order to do their job more effectively.

Building Vine integrates directly into the intranets of the CBA, CEMCO and the h&b Group – giving these users an unparalleled level of information about the products they sell, how best to sell them, the discounts and cost prices of these products, and how many they have already sold - helping them achieve their, and your, targets.
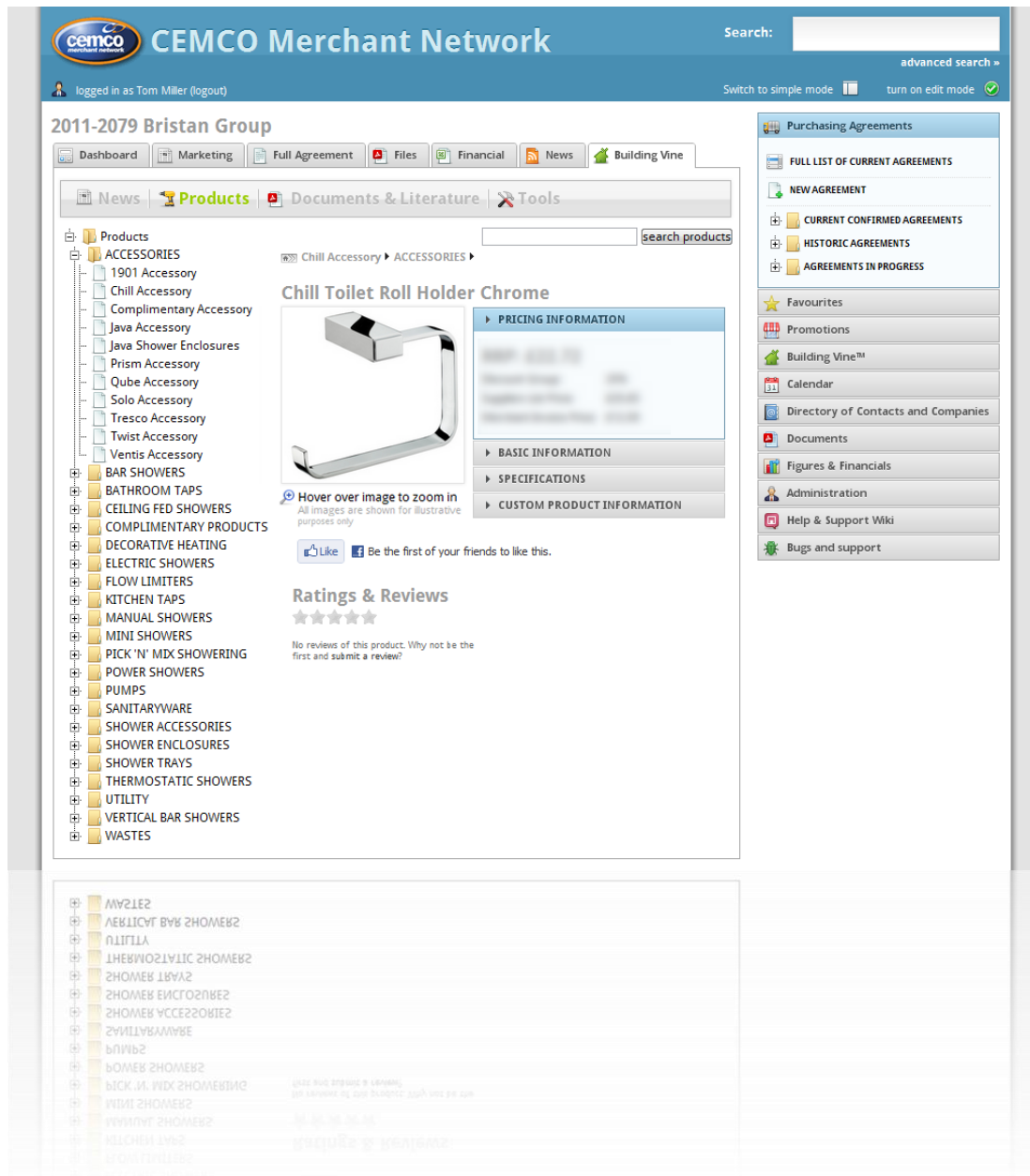
So isn't it just like e-Xact?
Yes and no

Building Vine™ *can* provide what e-Xact does (a centralised location for supplier product data) but this is not all it is capable of. Building Vine™ offers a larger feature set - product data file storage and image/document storage are only small parts of Building Vine™.

If you are already using e-Xact then you can import the same data you send to e-Xact into Building Vine™ without any additional formatting or modifications.

2. Getting down to business

1. Intranet Integration

Building Vine integrates directly into the intranets of CEMCO, the CBA and the h&B Group.

This provides a very powerful platform for Merchants – giving them access to everything they need in order to sell effectively from single location.

When a Merchant looks at a supplier company in the intranet, they **currently** get:

1. **Purchasing Agreements**
   A list of purchasing agreements with a supplier, including rebates, discounts, turnover and earnings.
2. **Supplier contacts**
   A list of contacts at your supplier company
3. **Supplier information**
   Your address and contact details
4. **News**
   Information added to the intranet by *intranet users* about your company

When Building Vine is enabled, they **also** get:

1. **Products**
   All your products, categorised - including images, cost prices, documents and specifications.
2. **Press Releases**
   News and information, added directly by you the supplier, informing them of new product releases, changes to products, promotions and other interesting company information.
3. **Documents**
   Documents added by you, such as brochures, CAD files, COSHH sheets, Health and safety information, promotions and company information.
4. **Product Syncronisation**
   They can download your entire product file, including cost prices, in a standardised format for direct import into their back office system (with links to images and documents).

As you can see, Building Vine integration provides Merchants with more information, in a single location – whilst providing you, as a supplier, with unique and powerful ways to interact with merchants, and promote your products.

2. Merchants/Retailers websites

Merchants use Building Vine data on their website, using up to four "APIs" - which enables them to display product images, additional files, and ratings and reviews on their product pages automatically.

Image cropped, resized and stored on Building Vine, and delivered across Amazon's Award Winning CloudFront Content Delivery Network.

5 star review system held centrally in Building Vine

A Customer review held centrally in Building Vine, added by a Facebook user and moderated by Building Vine staff.

Example of Building Vine data on a Merchants' website

This reduces their web management cost enormously.

Essentially, it does all the work for them, whilst you retain control of your images, stopping Merchants pilfering your images, using them inappropriately, cropping or squashing them – all of which reflect badly on your products and company.

3. BuildingVine.com

BuildingVine.com is a standalone website – which provides web-users, *or your customers who are not currently in CEMCO, the CBA or the h&b Group*, with product information, images, retail and cost prices, and documents and press releases. It's basically the system "outside" of intranet integration.

This means you can still use Building Vine for any customer you want; registration is free – so your customers, regardless of their size, status or affiliation can get access to all your product information.

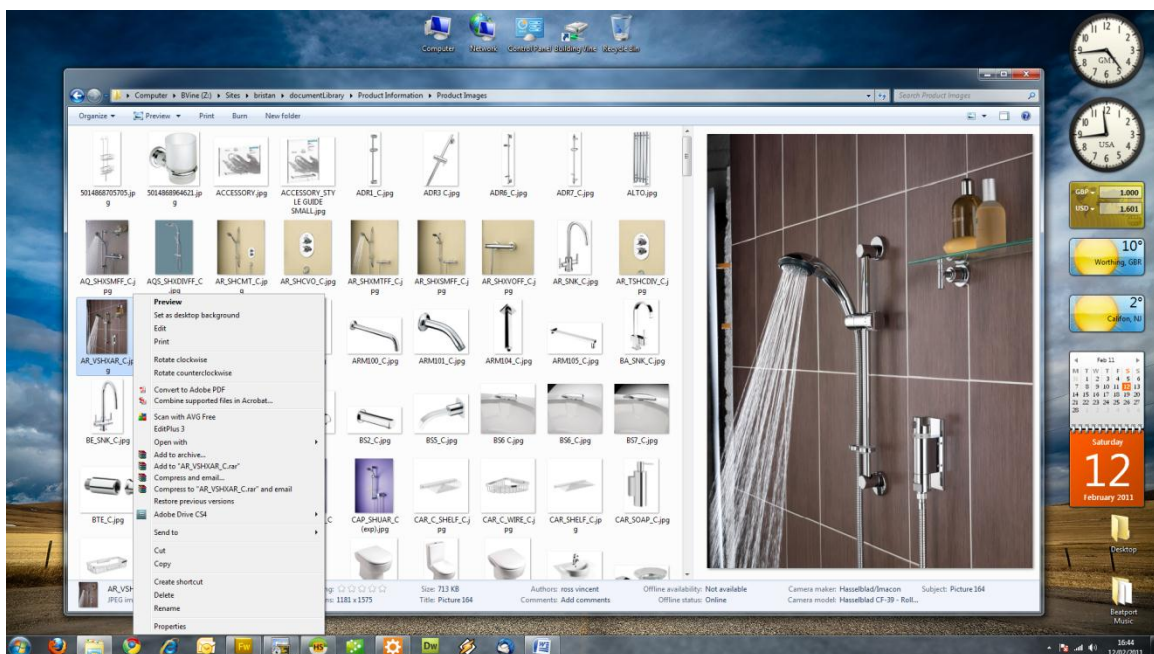Without a login, users can browse your products, download datasheets, and find stockists/retailers close to them.

Once they are logged in, they get access to **their** prices, documents you have allocated for **them** only, and they can provide feedback about your products, by way of reviews and ratings.

4. Desktop

Building Vine provides a desktop network drive connection, giving Building Vine users direct access to over 30gb of data sheets, images and pdf files from their desktop. They don't need to install any software, they can map a network drive like any other network drive – they just need a Building Vine username/password (which they can get for free – if they don't already have one).
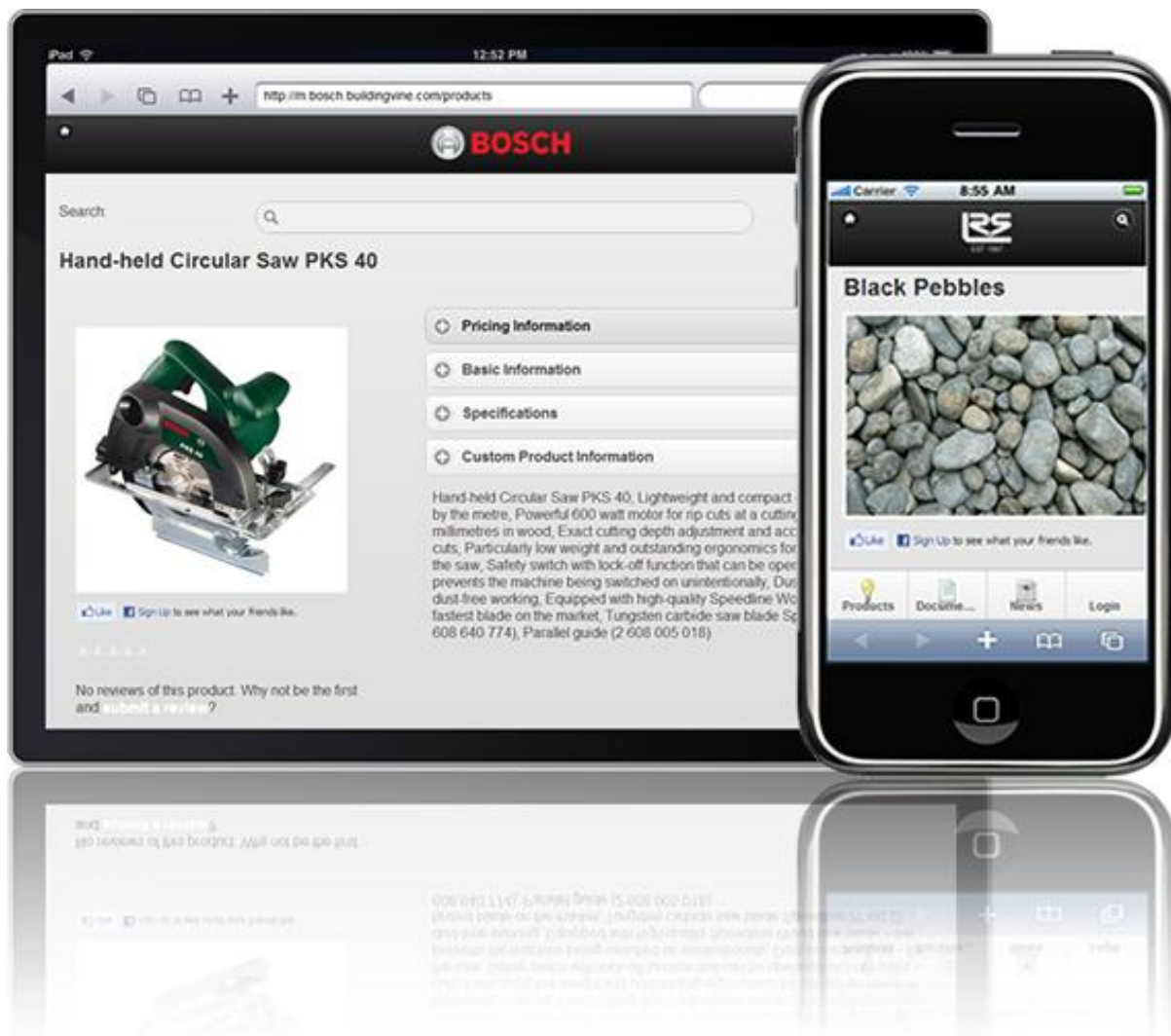
This means users can open files directly from inside desktop applications (such as Word and Excel), without needing to login to a website and download documents.

You can provide users with direct access to your documents - great for architects and specifiers - who can open your files directly in AutoCAD without constantly needing to download files from a website.

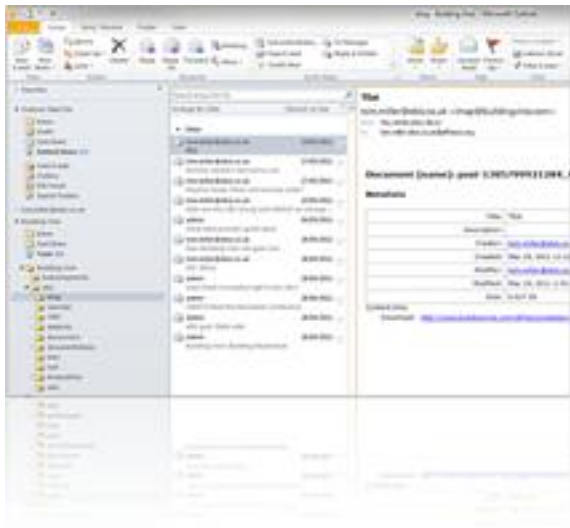**Accessing Building Vine directly from the desktop in Windows® 7**

5. Mobile

We know that the future is mobile, and we feel the Construction Industry is uniquely placed to offer real value to end-users in the mobile landscape. Unlike other industries, your end users are on site - in a garden erecting a shed, in a loft laying insulation, under the kitchen sink, or installing a new central heating system. Mobile is perfectly suited to these use-cases, and having your information - such as installation instructions, user guides, inspiration ideas, health and safety information, and retailers close to their current location - at their fingertips is a powerful and empowering service you can provide your users, without having to commit any extra resources and funding.

As a Building Vine Supplier, you are listed on our mobile site: m.buildingvine.com, which lists all suppliers, and all the products.

Aside from that, you also get your own **branded** version of our mobile site, which displays just **your** products. You get your own mobile address (m.yourcompany.buildingvine.com), but you can also direct an alias of your own domain to us (such as m.yourdomain.com), in order to offer a totally streamlined and branded experience to your customers.

6. Email Client

The Building Vine email client allows people to access data in the repository directly within their email client - from product information, through to documents and press releases.

This enables you to in effect have a feed into users email clients, so they have direct access to your documents, and can see updates and new documents / press releases the second they are added into Building Vine.

3. What next?

Call us on 08448 045 046.

Or you can view the Building Vine website http://www.buildingvine.com for more information.

Pricing

	Basic	Business	
	For Anyone	For Merchants	For Suppliers
Web Access Web access via the Building Vine website (or via eGroup if they are in the CBA or h&b Group)	✅	✅	✅
Desktop Access Desktop access via a network drive direct to the Building Vine repository	✅	✅	✅
Email Access Query Building Vine via email, and get product data and files sent back automatically.	❌	✅	✅
Web Sync and APIs Use the APIs to automatically display images, reviews and files on your website	❌	✅	✅
ERM Sync Synchronise your ERM system data with data held in Building Vine.	❌	✅	❌
Products Add products to Building Vine	❌	✅	✅
Intranet Integration into your company intranet	❌	✅	❌
Files Manage and store files and documents on Building Vine	❌	✅	✅
Mobile Client A Dedicated Mobile client listing your products, images, documents and prices	❌	❌	✅
PRICE:	**FREE**	**£990**	**£990***

Building Vine Feature and Price Matrix

* CEMCO Merchants & Suppliers

CEMCO suppliers pay a *subsidised* rate of £500 per annum *direct* to CEMCO.