

# Infrastructure Options for a Flash Sales System

## Option 1

In the Option #1 approach, SMP would take those steps necessary to implement a system closely associated with the SMP brand yet offloading the majority of the responsibility to the product or service provider while enhancing and controlling more of the sales process on SMP's end.

SMP's technical team would be expected to provide more middleware to the process, most notably a method by which the provider would provision advertisement assets, provide a product page template and enable user conversion. A method by which to collect, analyze and display statistics related to the sales process would also need to be implemented.

The following responsibilities represent those incurred by both Provider and SMP for a purchase in an Option #1 implementation.

## Provider responsibilities

- Inventory verification
- Advertisement Asset Supply
  - Media
  - Text
  - URL's
- Advertising placement (provider-owned properties, network)
- Shopping cart
- Purchase order fulfillment (payment transaction/refund, shipping, tracking, notifications, returns)
- Customer service

## Inventory verification

The provider would be responsible for providing proof that the items they are promoting for sale on the SMP do in fact exist in a quantity that would satisfy SMP supply requirements for the particular sale. Some sales will be of declining inventory stocks ("while supplies last"), some will be aggregated sales orders ("ships in 4 to 6 weeks"), others will be reservation-based sales (package deals) and yet some will be voucher-type sales where the provider can offer discounts on future sales. At a minimum, a contract should be in place that would guarantee product/service delivery as well as the honoring of reservations, coupons or other vouchers within a specified time period.

## **Advertisement Asset Supply**

The provider would be responsible for supplying all advertisement materials to include media, product/service description and appropriate URL's used for the sole purpose of promoting the specified product/service. These materials would be industry-compliant as well as appropriate for the SMP network in content and purpose.

## **Advertising placement**

Should the provider desire to further promote their sale through a third-party not affiliated with SMP, they would be responsible for the costs, content and product/service availability above and beyond the amount negotiated with SMP.

## **Shopping cart**

The provider shall be responsible for the provision of a secure e-commerce solution that would allow for product/service purchasing. This solution should not only be able to perform financial transactions between the SMP network member and the provider but also allow for purchase confirmation, refund confirmation, delivery tracking and disseminate any notifications on behalf of the SMP network member.

## **Purchase order fulfillment**

The provider would be responsible for the actual procurement, shipment and delivery of any physical purchases as well as the administration of any reservations, coupons or vouchers which require no physical possession on behalf of the purchaser.

## **Customer service**

The provider would be responsible for guaranteeing a minimal customer servicing level to purchasers that could include assistance via email, online chat or telephone. The purpose of this customer service would be to assist purchasers with any difficulties that may arise due to shipping, payment or procurement errors.

## **SMP responsibilities**

- Vendor sourcing, recruitment and qualification
- Inventory verification
- Advertisement content aggregation, review and approval
- Product page
- Flash Sales system promotion
- Advertisement placement (SMP-owned properties, network)
- Statistical collection, analysis and display

- Feedback collection and analysis

### **Vendor sourcing, recruitment and qualification**

SMP would be responsible for the sourcing, recruitment and qualification of all providers invited to join the provider program. This would ensure that no third-party vendors would be participating in the program without SMP approval and would facilitate the subsequent recruitment of additional providers into the partner program in addition to the vendor guide. I would imagine that this process would be somewhat similar to SMP's current vendor vetting process yet not as strict nor would it incur any up-front payments to SMP other than a potential surety bond.

### **Inventory verification**

SMP would have to ensure that the inventory for sale actually exists, can be procured within reasonable amount of time or that guarantees at the time of purchase will be honored by the provider. For a minimal implementation, a contract would have to suffice.

### **Advertisement content aggregation, review and approval**

SMP would have to provide a system similar to the submissions server where the provider would be able to upload all of their advertisement assets. These assets would be retained by SMP for future use.

SMP would have to review all materials pertaining to the advertisement (media, text, terms) and approval of those materials for deployment to the network.

### **Product page**

SMP would be responsible for the provision of a web page detailing the product/service offered for sale to the SMP network which would include appropriate media, contextual descriptions, the terms of sale and a method by which the user can choose to make a purchase. The SMP-provisioned product page would be linked directly to the provider's shopping cart upon the activation of a call to purchase action by the user.

The product page would lend itself to multiple uses, including the collection of email addresses to be added to the newsletter initiative as well as affording SMP the opportunity to convert users to members. SMP would also be able to further expand the product page to include other content promoting the SMP network.

### **Flash Sales system promotion**

SMP would be responsible for the actual promotion of the existence of the Flash Sales system to the network via blog postings, newsletter articles or social media dissemination prior to the launch of the actual system. This would educate the network on the workflow, expectations and

purpose of the system. For a minimal implementation, a simple beta test would be ideal yet not required.

### **Advertisement placement**

SMP would be responsible for the placement and dissemination of all advertisement throughout SMP-owned properties to include the SMP website, newsletter, social media accounts and any third party networks deemed necessary to assist in the promotion.

### **Statistical collection, analysis and display**

SMP would benefit from the collection of user statistics at all points of entry to the product page and any subsequent actions the user may take on the page (time on page, favoring, sharing, purchasing). This data should be collected and stored in a database and displayed through a simple interface to SMP.

### **Feedback collection and analysis**

Should SMP desire to collect feedback from the network regarding the Flash sales workflow, transaction, customer service and overall experience, they would need to engage an independent service or expand their current contact process to include the Flash Sales system. While SMP could easily design, build and maintain a feedback system, I would recommend utilizing a service that specializes in that, such as [Zendesk](#).

## **Conclusion**

An Option #1 implementation covers the basic needs to get a Flash Sales system deployed on the SMP network and would be optimal for large, well-known partners who have not only an independent, qualified sales network in place but also a level of experience that would be comfortable handling a user base the size of the SMP network.

This implementation would be less than ideal for smaller providers who do not have a dedicated sales and customer service team or system in place.

### **Drawbacks**

The main drawbacks that I see from this approach would be the reliance on the provider to provision the shopping interface along the reporting of actual sales analytics and being ultimately responsible for customer service. While a feedback system would be in place from SMP's side, the SMP team would still be relying on the solicitation of feedback on the SMP network while having to interface any challenges with the provider.

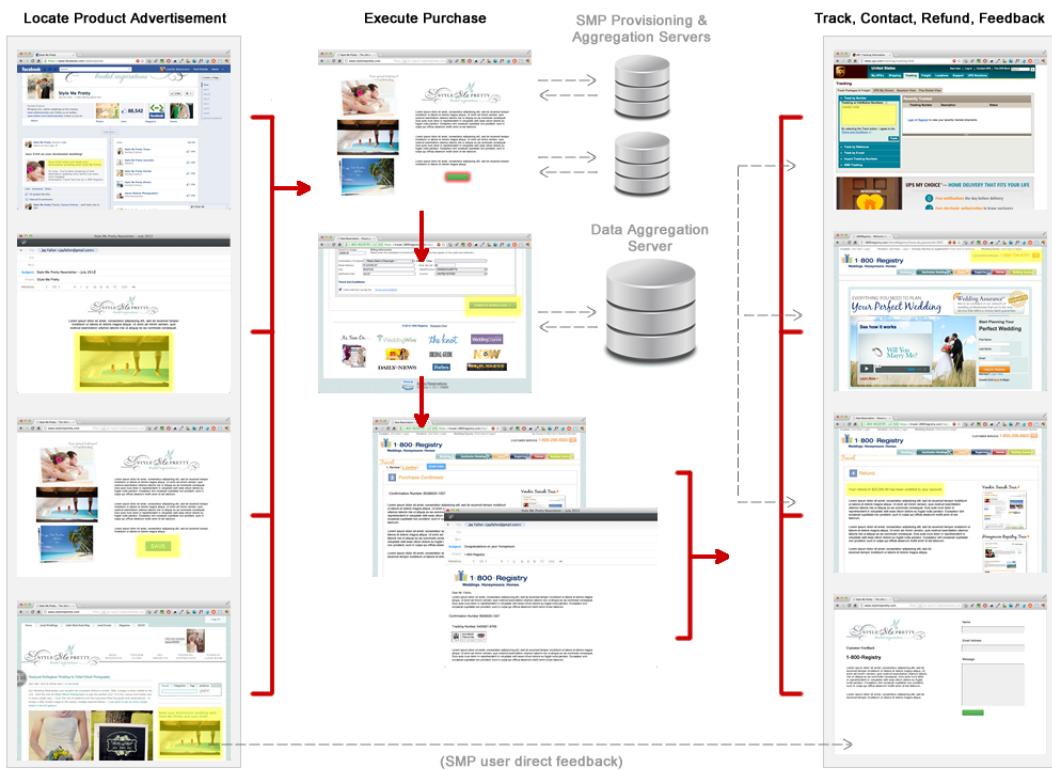
The SMP technical team would have to build a provisioning server (Dropbox as an option) as well as provision a process for collection and display of data.

### **Benefits**

The expansion of SMP's role in the Flash Sales system would bring about greater control in the product presentation. SMP would control any and all of the assets used to promote the product, the product page layout, design and functionality along with the collection of data from user interaction. While funneling users to the product page, SMP can also seize the opportunity to convert any unregistered user to the network as well as gather further data to assist in the understanding of the network's shopping behavior.

## Proposed Option #1 Workflow - Success

### Workflow Overview



1. User arrives at SMP access point and activate link to Flash Sale (SMP responsible)

- 1a. SMP Facebook Page

Style Me Pretty

<https://www.facebook.com/stylemepretty>

facebook Search Camille Betancourt Find Friends Home | ▾

**Style Me Pretty** 88,542 likes - 2,466 talking about this

Society/Culture Bringing chic, stylish weddings to the masses. [www.stylemepretty.com](http://www.stylemepretty.com) Follow us on twitter: [www.twitter.com/stylemepretty/](http://www.twitter.com/stylemepretty/) Check us out on

About Photos Likes Magazine Events

Style Me Pretty shared a link. about an hour ago

**Save \$500 on your destination wedding!**

Save \$500 when you book your destination wedding with Style Me Pretty It's true. You've been dreaming of that destination wedding since before you were even engaged. Destination Travel Services by 1-800-Registry

Like · Comment · Share 23 people like this. View all 8 comments

Style Me Pretty Thanks Tamara Pinkney – we'll look into it! xxo

Likes See All

- Style Me Pretty Texas Society/Culture
- Style Me Pretty Australia Website
- Style Me Pretty Florida Society/Culture
- Style Me Pretty Illinois Society/Culture
- Aaron Delesie Photographer Arts/Humanities

Chat (8)

## 1b. SMP Newsletter

Style Me Pretty Newsletter – July 2012

To: Jay Fallon <jayfallon@gmail.com>

Cc:

Bcc:

Subject: Style Me Pretty Newsletter – July 2012

From: Style Me Pretty

Helvetica 13 B I U www

**STYLE Me PRETTY**  
bridal inspirations

*Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.*

### 1c. SMP unique landing page

The screenshot shows a web browser window for 'Style Me Pretty - The Ultimate' at [www.stylemepretty.com](http://www.stylemepretty.com). The page features a top banner with the text 'let your registry do the planning and YOU can do the relaxing'. Below the banner are three images: a couple getting a massage, a couple's legs hanging over a beach, and a tropical beach scene with palm trees. To the right is the 'Style Me PRETTY' logo with a hummingbird icon and the tagline 'bridal inspirations'. There are two columns of placeholder text (Lorem ipsum) and a red-bordered green button.

let your registry do the planning and  
YOU can do the relaxing

STYLE *Me* PRETTY  
*bridal inspirations*

From Paradise with love xoxo

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE INRE DOLOR IN REPREHENDERENT IN VOLUNTATE VEILT ESSE CILUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCACET CUPIDITAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLIT ANIM ID EST LABORUM.

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### 1d. SMP Website (sidebar advert show, post and others not included in this example)

Style Me Pretty - The Ultimate Wedding Planning Resource

www.stylemepretty.com

Press tab to search stylemepretty.com

Log In

Home Local Weddings Little Black Book Blog Local Events Magazine SHOP

STYLING PRETTY bridal inspirations

REAL WEDDINGS VENDOR GUIDE DIY PROJECTS WEDDING INSPIRATION FASHION LOOK BOOK

Backyard Bellingham Wedding by Eldad Efendi Photography

April 25th, 2012 by Emilia Jane | 12 comments

Our Wedding Wednesday just wouldn't be complete without a pretty, little, vintage number added to the mix. And this one by [Eldad Efendi Photography](#) is just the perfect one! It is fun, casual and totally cool in every single way. I love the mix of patterns and the succulent-filled bouquets and centerpieces. It brings a little modern edge to the sweet, vintage-inspired theme. [I just want to eat up every single detail in the full gallery!](#)



CHECK OUT OUR NEW MAGAZINE!

Style Me Pretty

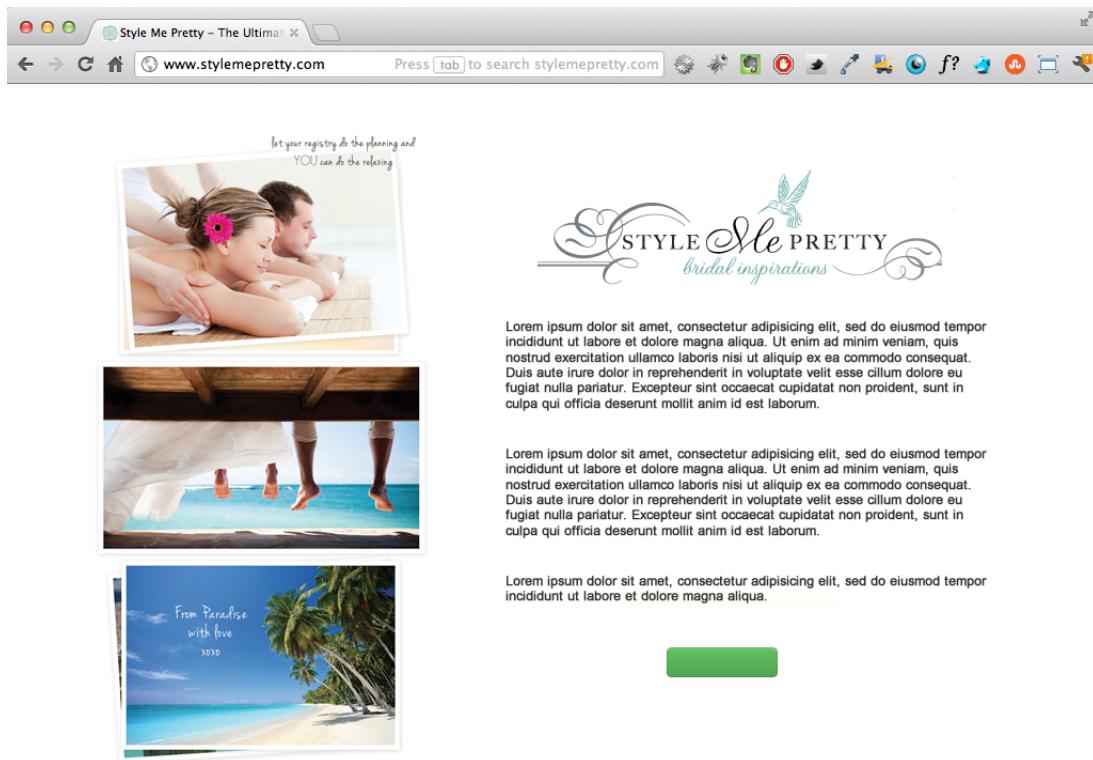
2011

Search Categories Tags Archives Find it!

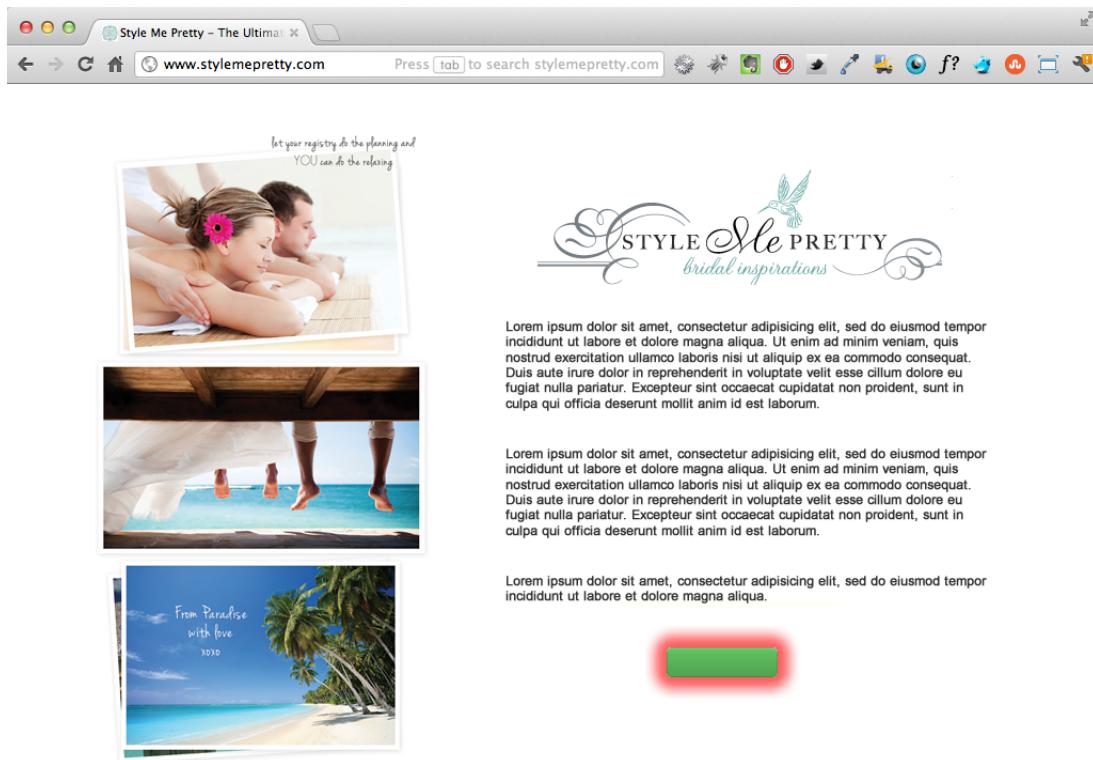
Book your destination wedding with Style Me Pretty and save \$500



## 2. Server returns Flash Sale product page (SMP responsible)



### 3. User selects product to purchase, activate purchase workflow (SMP responsible)



#### 4. User provides required financial information (provider responsible)

**Payment Information:**

**Review the Price**  
(All prices are in US dollars.)

Flight, Transportation, Accommodation and Taxes:	\$23,255.18 *
Vatulele Island Resort Honeymoon Bonus	\$0.00 *
Honeymoon Flex Declined	\$0.00 *
Pacific Destinationz Airport Welcome with Pottery Lei, cold towel and Fiji Water	\$40.72 *

**Total Price:** \$23,295.90 \*

**Total Deposit Due:** \$23,295.90 \*

\*Unless otherwise noted prices include all taxes.

**Select Payment Method**

Payment Options:     

Payment Method:  Card Verification Number:

Card Number:  Expiration Date:   Card Verification Number:

Amount to charge:

**Billing Information**  
Please enter the cardholder's full name and billing address as they appear on the credit card statement.

Cardholder's Full Name:  OR  Other:   
 Street Address:  Suite, Apt, etc: #  
 City:  State/Province:   
 Zip/Postal Code:  Country:

**Terms and Conditions:**

I have read and I accept the [Terms and Conditions](#)

## 5. User activates purchase (provider responsible)

New Reservation - Passenger

Amount to charge:  Billing information  
Please enter the cardholder's full name and billing address as they appear on the credit card statement.

Cardholder's Full Name:  OR  Other:   
Street Address:  Suite, Apt, etc:   
City:  State/Province:   
Zip/Postal Code:  Country:

Terms and Conditions:  
 I have read and I accept the [Terms and Conditions](#)

**COMPLETE RESERVATION >>**

© 2012 1800 Registry [Baggage Fees](#)

As Seen On...     
    
  

Driven by  Softrip Reservations  
Version 1.12.1.15885

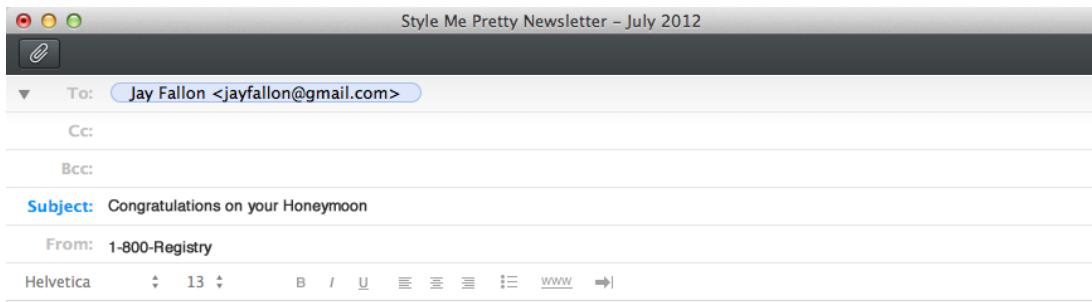
## 6. User receives confirmation of purchase (provider responsible)

The screenshot shows a web browser window for 'New Reservation - Passenger' on the '1-800-REGISTRY, LLC [US]' website at <https://travel.1800registry.com>. The page is titled 'Travel' and displays a 'Purchase Confirmed' message. Key elements include:

- Header:** '1-800 Registry' logo, 'Weddings. Honeymoons. Homes.', 'Couples: Join Now | Login', 'Vendors: Join Now | Login', 'Wedding Guests: Click here to begin', 'My Account | My Cart | Vacation Builder', 'CUSTOMER SERVICE: 1-800-256-4920' with a 'LIVE CHAT' button.
- Navigation:** 'Weddings', 'Destination Weddings', 'Travel' (selected), 'Registries', 'Homes', 'Wedding Guests'.
- Section Headers:** 'Travel', '1. Review', '2. Confirm' (underlined), 'START OVER'.
- Confirmation Message:** '2 Purchase Confirmed'.
- Text:** Confirmation Number B539023-1207.
- Text Content:** Three paragraphs of placeholder text (Lorem ipsum) describing travel services.
- Callout Boxes:**
  - Vendor Search Tour:** Shows a screenshot of the 'Vendor Listings' page.
  - Honeymoon Registry Tour:** Shows a screenshot of the 'Diane & Ryan's Registry' page.

## 7. User receives confirmation or purchase availability or physical shipment

(provider responsible)



Dear Mr. Fallon,

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Confirmation Number B539023-1207

Tracking Number A400921-8765

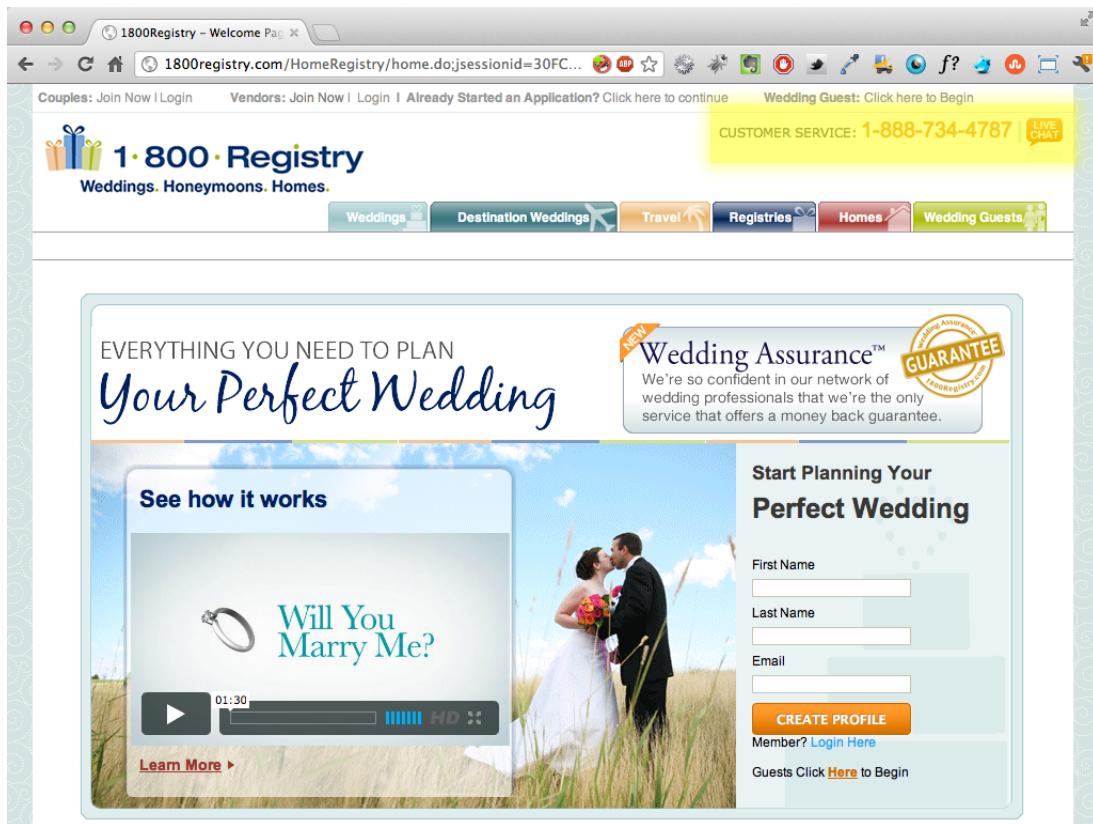


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## 8. User is able to track purchase (provider responsible)

The screenshot shows a web browser window for 'UPS: Tracking Information' at [www.ups.com/tracking/tracking.html](http://www.ups.com/tracking/tracking.html). The page is titled 'United States'. The navigation bar includes links for 'New User', 'Log-in', 'Contact UPS', 'The UPS Store', and a search bar. Below the navigation is a menu bar with 'My UPS', 'Shipping', 'Tracking' (which is highlighted in blue), 'Freight', 'Locations', 'Support', and 'UPS Solutions'. The main content area is titled 'Tracking' and contains tabs for 'Track Packages & Freight', 'UPS My Choice', 'Quantum View', and 'Flex Global View'. On the left, there's a sidebar with options like 'Track by Number', 'Track by Reference', 'Track by E-mail', 'Import Tracking Numbers', and 'SMS Tracking'. The 'Track by Number' section shows a tracking number 'A400921-8765' and a 'Track' button. To the right, a 'Recently Tracked' section displays a table with columns for 'Tracking Number', 'Description', and 'Status'. A note says 'Login or Register to view your recently tracked shipments.' Below this is a promotional banner for 'UPS MY CHOICE™— HOME DELIVERY THAT FITS YOUR LIFE' featuring a yellow heart icon with a house inside, and text about free notifications and electronic authorization.

**9. User is able to contact customer service (provider responsible)**



10. User is able to complete product return/refund if applicable (provider responsible)

Screenshot of the 1-800-Registry website showing a refund confirmation.

**Header:** New Reservation - Passenger | 1-800-REGISTRY, LLC [US] https://travel.1800registry.com/res/... | My Account | My Cart | Vacation Builder | CUSTOMER SERVICE: 1-800-256-4920 | LIVE CHAT

**Main Navigation:** Couples: Join Now | Login | Vendors: Join Now | Login | Wedding Guests: Click here to begin | Weddings | Destination Weddings | Travel | Registries | Homes | Wedding Guests

**Section Title:** 4 Refund

**Message Box:** Your refund of \$23,295.90 has been credited to your account.

**Text Content:**

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**Side Content:**

- Vendor Search Tour:** A screenshot of the Vendor Listings page showing various vendor profiles.
- Honeymoon Registry Tour:** A screenshot of the Honeymoon Registry page showing a couple's profile and registry details.

## 11. User is able to provide feedback to SMP sales team (SMP responsible)

Style Me Pretty - The Ultimate Guide to Wedding Planning

www.stylemepretty.com

Press Tab to search stylemepretty.com

Customer Feedback

**1-800-Registry**

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Name

Email Address

Message

## 12. Provider uploads assets (SMP responsible)

The screenshot shows a web browser window for 'Style Me Pretty - The Ultimate' at [www.stylemepretty.com](http://www.stylemepretty.com). The page title is 'Asset Submission Server'. At the top right, there is a file upload bar with buttons for '+ Add files...', 'Start upload', 'Cancel upload', and 'Delete'. Below the upload bar is a grid of 12 empty gray boxes arranged in three rows of four. To the left of the grid, there is sample text: 'Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.' and 'Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.'. On the far left, there are three blue underlined links: 'Excepteur sint occaecat cupidatat', 'Excepteur sint occaecat cupidatat', and 'Excepteur sint occaecat cupidatat'.

### 13. SMP manager views product page data (SMP responsible)

Style Me Pretty - The Ultimate Guide to Wedding Planning

www.stylemepretty.com

Press Tab to search stylemepretty.com

STYLING | DECOR | FLOWERS | HAIR & MAKEUP | COOKING | TRAVEL | LIFESTYLE

HOME | ABOUT | CONTACT | ADVERTISE | BLOG

**Style Me Pretty**  
*bridal inspirations*

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	<p>Duis aute irure dolor in reprehenderit</p>	12,089	142	10
	<p>Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</p>			