

Infrastructure Options for a Flash Sales System

Minimal Option

In the minimal option approach, SMP would take those steps necessary to implement a system closely associated with the SMP brand yet offloading most of the responsibility to the product or service provider. This would incur minimal implementation on behalf of SMP's technical team, project management, creative team and support.

The following responsibilities represent those incurred by both Provider and SMP for a purchase in a minimal implementation.

Provider responsibilities

- Inventory verification
- Advertisement Provisioning
 - Media
 - Text
 - URL's
- Advertising placement (provider-owned properties, network)
- Product page
- 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 Provisioning

The provider would be responsible for providing 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.

Product page

The provider 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.

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. The customer service level provides to purchasers by the provider on behalf of SMP should be at a level where SMP can avoid a situation similar to that of the [Avenger Controller](#).

SMP responsibilities

- Vendor sourcing, recruitment and qualification
- Inventory verification

- Advertisement content review and approval
- Flash Sales system promotion
- Advertisement placement (SMP-owned properties, network)
- 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 review and approval

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

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.

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.

Conclusion

This minimal implementation covers the very 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 product page and shopping interface along the reporting of sales analytics and being ultimately responsible for customer service.

SMP would have no control over the product branding/advertisement outside of its own network nor would they have complete control over the product offering.

SMP would have to rely upon provider for any sales data and payment as negotiated with provider.

SMP would have to rely on solicited feedback from the network as well as interface any customer service resolutions with the provider.

This implementation leaves open many chances for the creation of errors, misunderstandings and subsequent damage to the SMB brand, not to mention the potential for a poor experience that could hamper further sale opportunities or initiatives.

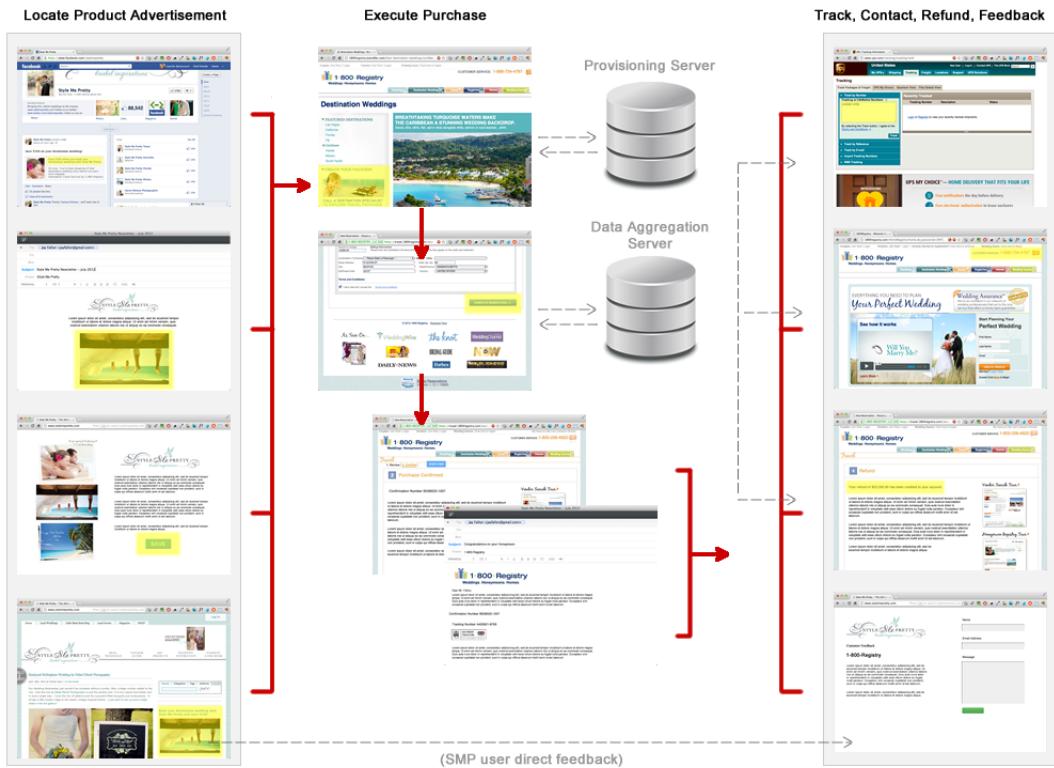
Benefits

It's cheap. SMP would set a minimal baseline of requirements and be able to source a large number of vendors who could meet them. SMP would be required to supply at a minimum one dedicated sales resource, one part-time technical resource and a very low engagement from the creative team, most likely on a once-a-week basis.

SMP would also be required to deliver the most basic technical development whose costs could be easily absorbed into the existing budget and would not require any long-term development on behalf of the SMP technical team.

Proposed Minimal 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 | ▾

bridal inspirations

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

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

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1c. SMP unique landing page

The screenshot shows a web browser window with the title "Style Me Pretty - The Ultimate..." and the URL "www.stylemepretty.com". The page features a header with the text "let your registry do the planning and YOU can do the relaxing". Below the header 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 of the images is the "STYLE Me PRETTY" logo with "bridal inspirations" underneath, featuring a stylized hummingbird icon. There are two blocks of placeholder text (Lorem ipsum) and a green "SAVE" button.

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

STYLE Me PRETTY
bridal inspirations

From Paradise with love xoxo

SAVE

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 (provider responsible)

Screenshot of the 1-800-Registry Destination Weddings website.

The page shows a navigation bar with links for Couples: Join Now | Login, Vendors: Join Now | Login, and Wedding Guest: Click here to begin. It also features a customer service phone number: 1-888-734-4787 and a live chat icon.

The main header includes the 1-800-Registry logo with the tagline "Weddings. Honeymoons. Homes." and a menu bar with categories: Weddings, Destination Weddings, Travel, Registry, Homes, and Wedding Guests.

Destination Weddings

FEATURED DESTINATIONS

- Las Vegas
- California
- Florida
- Fiji
- Caribbean
- Hawaii
- Mexico
- South Pacific

CREATE YOUR VACATION



CALL A DESTINATION SPECIALIST
TO EXPLORE TRAVEL PACKAGES

BREATHTAKING TURQUOISE WATERS MAKE THE CARIBBEAN A STUNNING WEDDING BACKDROP.
Dance, dive, climb, fish, sail or shop alongside white, salmon or coal beaches...ahhh.



3. User selects product to purchase, activate purchase workflow (provider responsible - workflow can be of any length)

Destination Weddings | Beaches > 1800registry.everafter.com/best-destination-weddings/caribbean

Couples: Join Now | Login Vendors: Join Now | Login Wedding Guest: Click here to begin

CUSTOMER SERVICE: 1-888-734-4787 [LIVE CHAT](#)

1-800 Registry
Weddings. Honeymoons. Homes.

Weddings Destination Weddings Travel Registries Homes Wedding Guests

Destination Weddings

▼ FEATURED DESTINATIONS

- [Las Vegas](#)
- [California](#)
- [Florida](#)
- [Fiji](#)
- [Caribbean](#)
- [Hawaii](#)
- [Mexico](#)
- [South Pacific](#)

► CREATE YOUR VACATION



CALL A DESTINATION SPECIALIST
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**BREATHTAKING TURQUOISE WATERS MAKE
THE CARIBBEAN A STUNNING WEDDING BACKDROP.**
Dance, dive, climb, fish, sail or shop alongside white, salmon or coal beaches...ahhh.



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

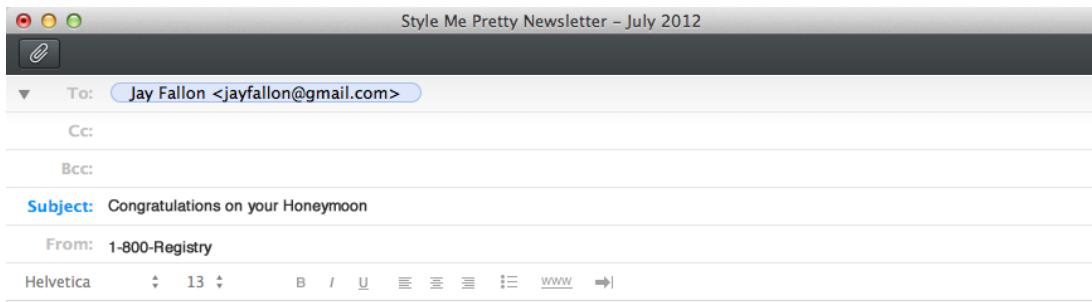
6. User receives confirmation of purchase (provider responsible)

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. The confirmation number is B539023-1207. There are three columns of promotional links:

- Travel:**
 - Vendor Search Tour:** Shows a screenshot of the 'Vendor Listings' page.
 - Honeymoon Registry Tour:** Shows a screenshot of the 'Diane & Ryan's Registry' page.
- Weddings:**
 - 1.800.WEDDING**
 - Destination Weddings:**
 - Travel:**
 - Registries:**
 - Homes:**
 - Wedding Guests:**

7. User receives confirmation or purchase availability or physical shipment

(provider responsible)



Dear Mr. Fallon,

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.

Confirmation Number B539023-1207

Tracking Number A400921-8765

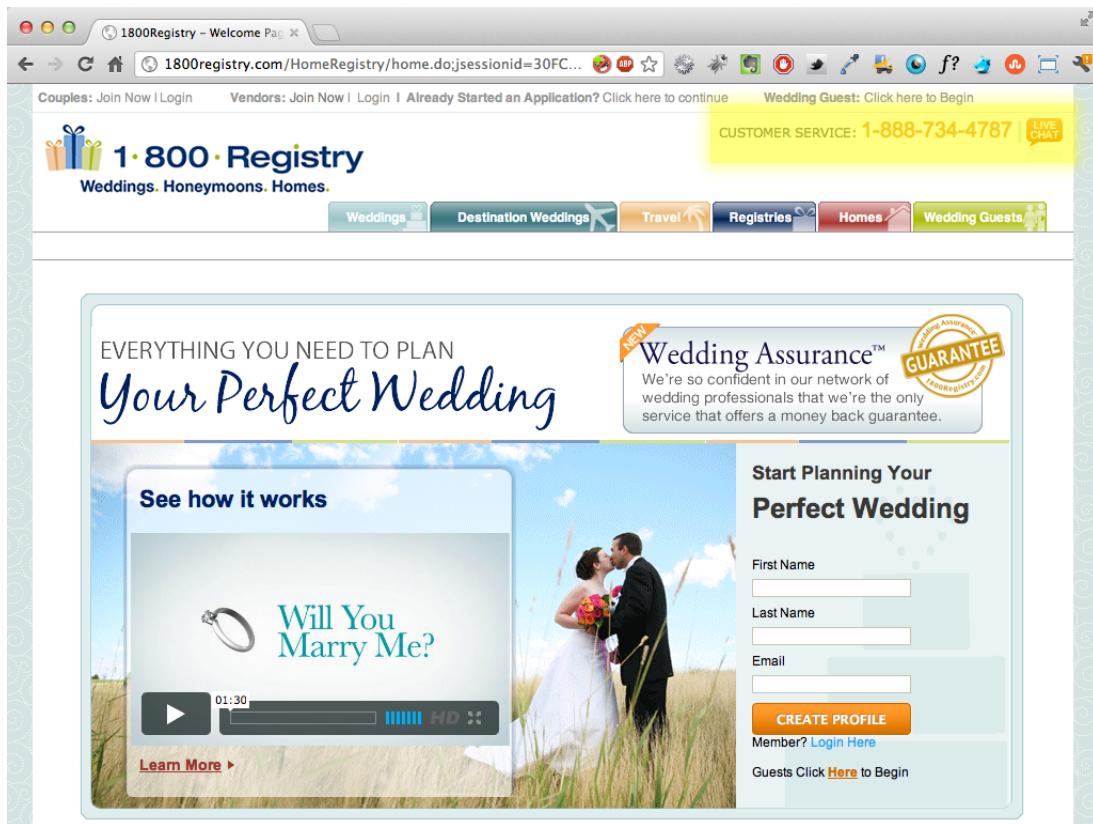


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8. User is able to track purchase (provider responsible)

The screenshot shows a web browser window for 'UPS: Tracking Information' at www.ups.com/tracking/tracking.html. The page is titled 'United States'. The navigation bar includes links for 'New User', 'Log-in', 'Contact UPS', 'The UPS Store', 'Search', and several icons. 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'. A tracking number 'A400921-8765' is entered in the 'Track by Number' field, and a 'Track' button is visible. To the right, a section titled 'Recently Tracked' displays a table with columns for 'Tracking Number', 'Description', and 'Status'. Below this table, a message encourages users to 'Login or Register to view your recently tracked shipments.' At the bottom of the page, there's 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:

- 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.
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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

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 NI^SI UT ALIQLUP EX EA COMMODO CONSEQUAT. DULS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUNTATE VELIT ESSE CILUM DOLORE EU FUGIT NULLA PARIATUR. EXCEPTEUR SINT OCCEACAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

Name

Email Address

Message