



BrandomanEPC



BrandomanEPC

“Edgewell Personal Care” Category & Brand On-line Manual



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Part 1

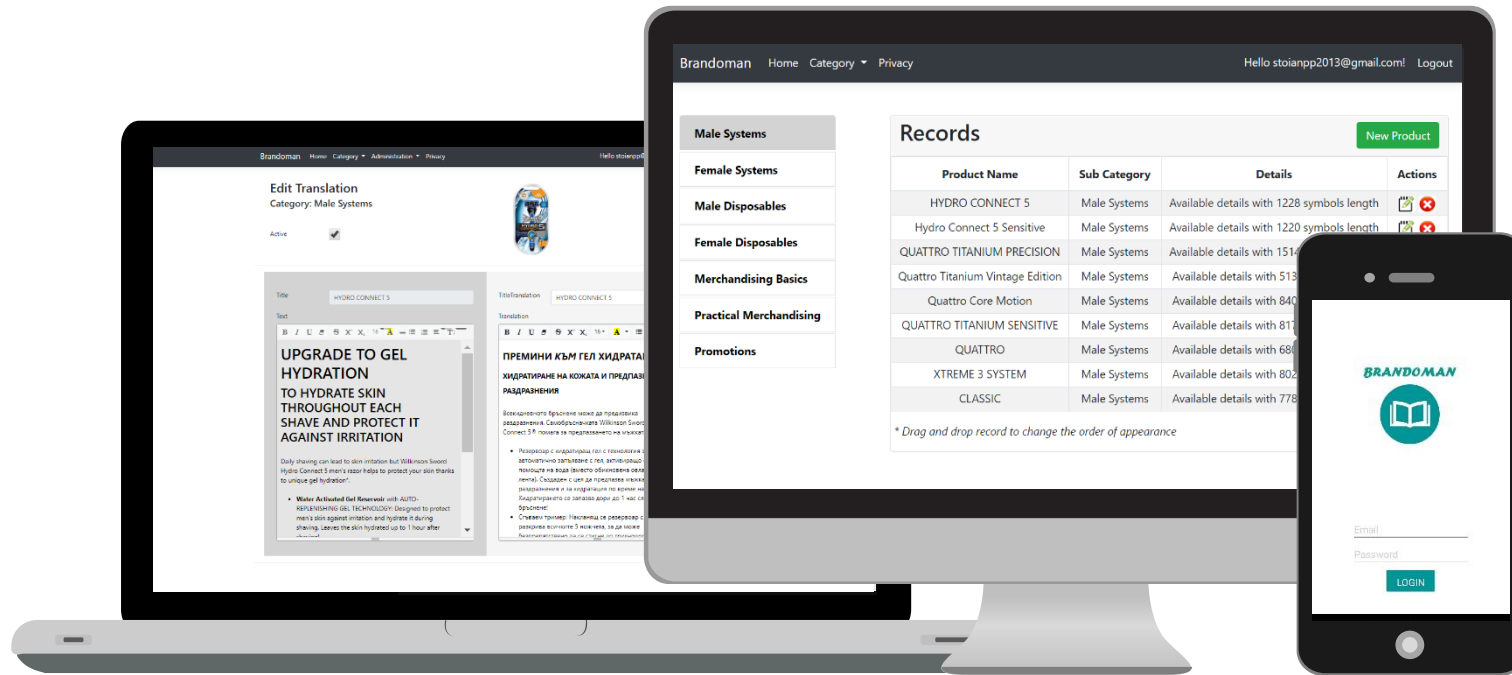


Basic Brandman Information

Product description, content and purpose. Addresses for admin panel access and app stores installations for Android end users



What is it all about?



Brandoman

Online brand and category manual for sales and marketing people

There is so much useful information about our brands and categories we operate in, that we could share with sales representatives and brand people in all markets and countries we exist.

It usually takes a lot of time and valuable recourses to achieve that – catalogs, local translations, regular updates and additions, expensive prints... And all that through heavy communication flow and under the usual time pressure.

A simple on-line tool open for continuous centralized editions and “live” localization could be the optimal solution. That is the new BrandomanEPC tool.



Local Monthly Promotions

Quick and immediate way to announce “Live” any promotion to sales representatives



Updated Product Catalog

Continuously updated information brand and product information



Merchandising Guide

Permanently available and updated merchandising rules and priorities in local language



Users' activity report

Reports of users activity for particular time period allowing to track the usage of the application

How Does It Work

Global Admins

Those are mainly HQ situated marketing managers and/or specific field Edgewell employees with broad knowledge and responsibilities.

Access point: <http://stoianpp-001-site2.htempurl.com>

Local Admins

Those are the local distributor or Edgewell resources that will chose which articles to be visible for local organization plus provide translations for them.

Access point: <http://stoianpp-001-site2.htempurl.com>

End Users

End users are the actual “consumers” that will benefit by the information provided. Application is currently available for installation for Android user with version 6.1+. Version for iOS will be available by October 1st.



Global Information by “Global Admin”

“Global Admin” users enter centrally the basic information in English that needs to be communicated to all markets. It includes products by category, merchandising rules, assortment recommendations and any other useful info available.

Localization by “Local Admin”

“Local Admin” user will be responsible for creating and deleting local End Users of the mobile application. They will also activate/deactivate products and articles for their respective market and will provide translation for them, plus local monthly promotion descriptions.

Application Users

End /Application users can use the application after installing in from GooglePlay store - “BrandomanEPC” They can connect using the credentials provided by their local admins.

Different View Per Each User Type

Records

Product Name	Sub Category	Details
HYDRO CONNECT 5	Male Systems	Available details v
Hydro Connect 5 Sensitive	Male Systems	Available detai
QUATTRO TITANIUM PRECISION	Male Systems	Available dr
Quattro Titanium Vintage Edition	Male Systems	Availabl
Quattro Core Motion	Male Systems	Avail
QUATTRO TITANIUM SENSITIVE	Male Systems	A
QUATTRO	Male Systems	
XTREME 3 SYSTEM	Male Systems	
CLASSIC	Male Syster	

* Drag and drop record to change the order of

HYDRO CONNECT 5

UPGRADE TO GEL HYDRATION TO HYDRATE SKIN THROUGHOUT EACH SHAVE AND PROTECT IT AGAINST IRRITATION

Daily shaving can lead to skin irritation but Wilkinson Sword Hydro Connect 5 men's razor helps to protect your skin thanks to unique gel hydration*.

- Water Activated Gel Reservoir with AUTO-REPLENISHING GEL TECHNOLOGY: Designed to protect men's skin against irritation and hydrate it during shaving. Leaves the skin hydrated up to 1 hour after shaving.

PREМИНИ КЪМ ГЕЛ ХИДРАТАЦИЯ

ХИДРАТИРАНЕ НА КОЖАТА И ПРЕДПАЗВАНЕ ОТ РАЗДРАЗНЕНИЯ

Всесъвременното бръснене може да предизвика раздразнения. Самобръсначката Wilkinson Sword Hydro Connect 5® помага за предпазването на мъжката кожа*.

- Резервоар с хидратиращ гел с технология за автоматично запълване с гел, активизиращ се с помощта на вода (вместо обикновена овлажняваща лента). Създаден с цел да предпазва мъжката кожа от раздразнения и за хидратация по време на бръснене. Хидратирането се запазва дори до 1 час след бръснене!
- Съвременен тример: Накланият резервоар с гел, който разкрива всичките 5 ножчета, за да може безпрепятствено да се стриге, до най-малкото.

Quattro For Women Bikini

Съвременен и оформяне на линията бикини в една дамска самобръсначка.

КАЧЕСТВА

Стилизиране

Самобръсначката е оборудвана с тример с 4 степени на регулиране на нивото на подстригване, който позволява постигане на желаната дължина на космите

Допълнително е водоустойчива, благодарение на което ползването на самобръсначката под душа е напълно безопасно.

Тримерът се захранва от батерия AA

Бръснене

4 ножчета върху подвижна глава осигуряват идеално гладко бръснене.



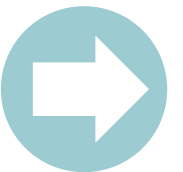
LEFT

“Global Admin” enters basic info and pictures

“Admin users” create users, activate products and translate / activate articles

End Users see only localized info concerning them in the mobile up

RIGHT



English Testing Access

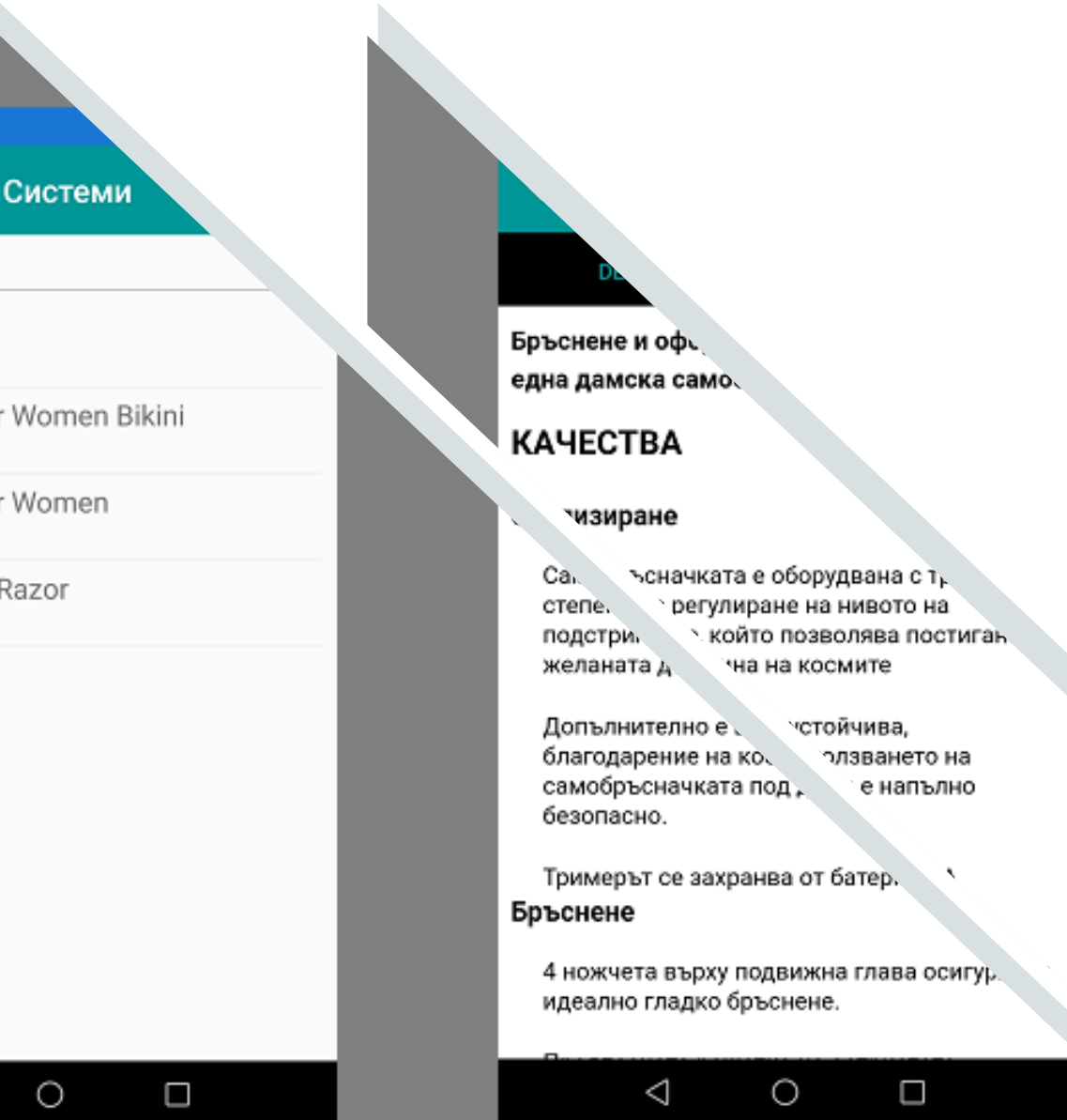


For testing and demonstration purposes Android application data can be accessed using:

*Username: *****@test.com*

*Password: ******

You need to install the BrandomanEPC application from GooglePlay store beforehand at Android 6.1+ device.



Part 2



Global Admin

Description and functionalities intended for use by global admin. Product descriptions, visuals, merchandising rules and guidelines



Global Admin



Access is available at <http://stoianpp-001-site2.htempurl.com>

Records

Product Name		
HYDRO CONNECT 5		
Hydro Connect 5 Sensitive	Male	
QUATTRO TITANIUM PRECISION	Male Systems	
Quattro Titanium Vintage Edition	Male Systems	
Quattro Core Motion	Male Systems	A
QUATTRO TITANIUM SENSITIVE	Male Systems	Available
QUATTRO	Male Systems	Available de
XTREME 3 SYSTEM	Male Systems	Available details
CLASSIC	Male Systems	Available details with

** Drag and drop record to change the order of appearance*

1. CATEGORIES



Scrolling between categories is possible by clicking the desired one at the left side bar

2. NEW ARTICLE



New article/product creation can be initiated from the “New Product” button

3. EDIT ARTICLE



Edit of existing record can be done via clicking on the edit icon at the right of the respective article

4. DELETE ARTICLE



Deleting is done via the delete icon. Deletion process requires confirmation in additional window

Re-arranging
articles' order
is possible via records
drag & drop

Update Records

Brandoman Home Category ▾ Privacy Hello storianpp2013@gmail.com! Logout

Male Systems

- Female Systems
- Male Disposables
- Female Disposables
- Merchandising Basics
- Practical Merchandising
- Promotions

Records New Product

Product Name	Sub Category	Details	Actions
HYDRO CONNECT 5	Male Systems	Available details with 1228 symbols length	
Hydro Connect 5 Sensitive	Male Systems	Available details with 1220 symbols length	
QUATTRO TITANIUM PRECISION	Male Systems	Available details with 1514 symbols length	
Quattro Titanium Vintage Edition	Male Systems	Available details with 513 symbols length	
Quattro Core Motion	Male Systems	Available details with 840 symbols length	
QUATTRO TITANIUM SENSITIVE	Male Systems	Available details with 817 symbols length	
QUATTRO	Male Systems	Available details with 680 symbols length	
XTREME 3 SYSTEM	Male Systems	Available details with 802 symbols length	
CLASSIC	Male Systems	Available details with 778 symbols length	




* Drag and drop record to change the order of appearance

New Product

Name

Category

Details

B I U S X' 16 A    **T**

|

Image No file chosen



Creating a new record:

You should give a correct name and details, minimum 3 characters each. From the option menu chose the category you want product to be recorded in, while image could be chosen via the “Chose file” button. Preferably, image should be round sized and with not very high resolution, as big files can slow down the data loading in the mobile application. Then you simply push ‘Save’ button located at the right bottom side.




Editing of existing record:

You can change the name and details of the article, minimum 3 characters each. From the option menu you can also change the category of the product, while image could be changed via the “Chose file” button. Preferably image should be round sized and with not very high resolution, as big files can slow down the data loading in the mobile application. Then you simply push ‘Save’ button located at the right bottom side.

Name

Category

Details

B I U S X' 40 A    **T**

UPGRADE TO GEL HYDRATION TO HYDRATE SKIN THROUGHOUT EACH SHAVE AND PROTECT IT AGAINST IRRITATION

Daily shaving can lead to skin irritation but Wilkinson Sword Hydro Connect 5 men's razor helps to protect your skin thanks to unique gel hydration".

- **Water Activated Gel Reservoir** with AUTO-REPLENISHING GEL TECHNOLOGY: Designed to protect men's skin against irritation and hydrate it during shaving. Leaves the skin hydrated up to 1 hour after shaving!
- **Flip Trimmer:** The Gel Reservoir flips back to expose all five blades, helping trim tight spaces with ease such as under the nose and sideburns.
- 5 Ultra Glide razor blades with **Skin Guard:** Smooth the skin's surface and help to reduce irritation.
- HYDRO CONNECT™ 5 CARTRIDGE IS COMPATIBLE WITH ALL GILLETTE® FUSION®+ AND WILKINSON SWORD CONNECT™ BRANDED HANDLES

Image No file chosen



Part 3



Local Admin

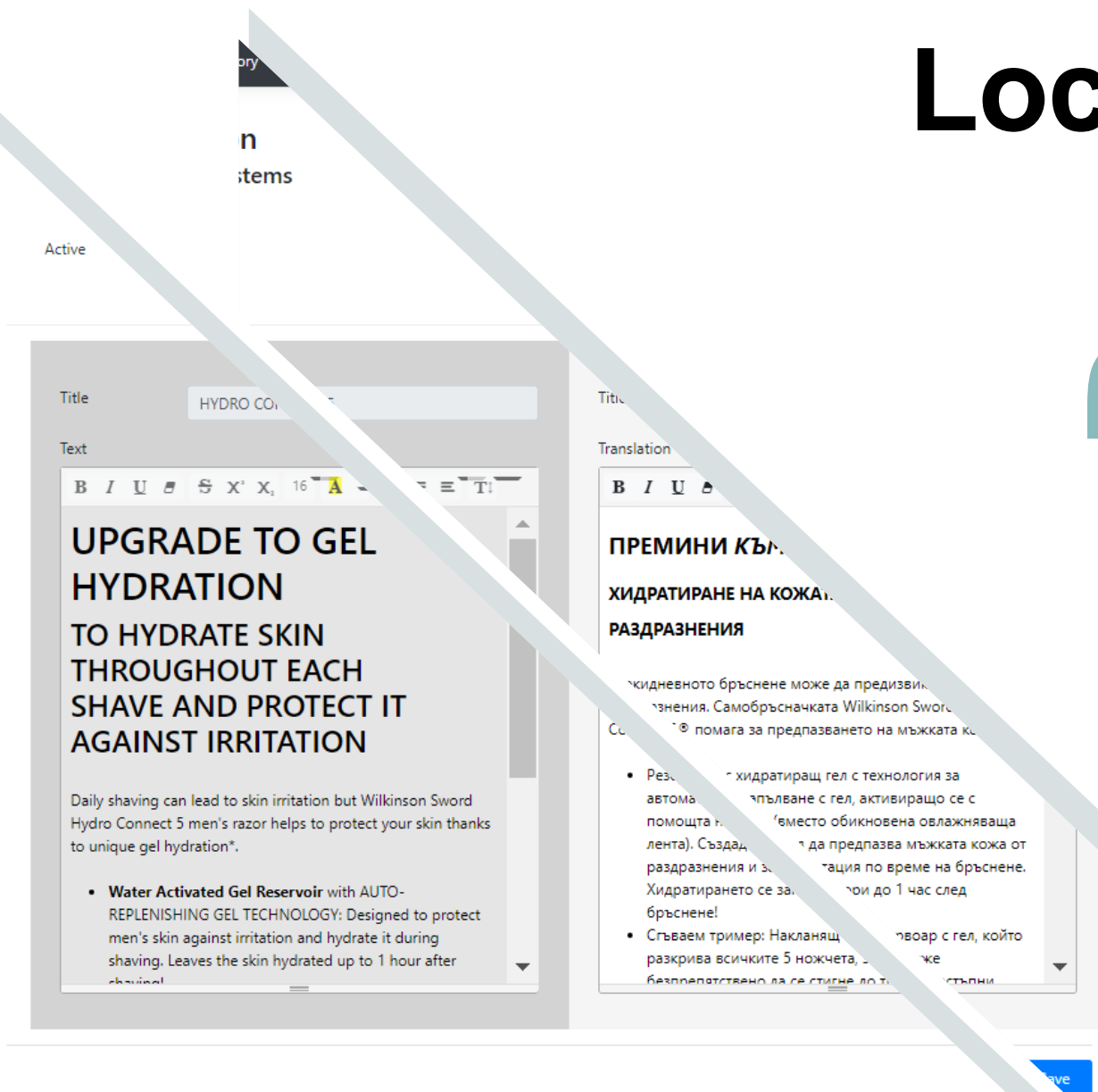
Description and functionalities intended for use by local admins. Product description translations, articles local activation, users access creation and usage reports



Local Admin



Access is available at <http://stoianpp-001-site2.htempurl.com>



1. CATEGORIES

➤ Scrolling between categories is possible by clicking at the desired one at the left side bar

2. TRANSLATIONS

➤ New article/product translation can be done from the “Edit” button

2. ACTIVATION










➤ Article/product can be locally activated from the “Edit” button

RECOMMENDATION:

➤ Make article activation and translation simultaneously

If article is activated
Without local translation
End Users
Will see empty content

Update Translation

Brandoman Home Category ▾ Administration ▾ Privacy Hello stoianpp@abv.bg! Logout					
Male Systems	Name	Details	Translations	Active	Edit
Female Systems	HYDRO CONNECT 5	Text with 1228 symbols	Available text with 1362 symbols	✓	
Male Disposables	Hydro Connect 5 Sensitive	Text with 1220 symbols	...not available...	✗	
Female Disposables	QUATTRO TITANIUM PRECISION	Text with 1514 symbols	Available text with 1637 symbols	✓	
Merchandising Basics	Quattro Titanium Vintage Edition	Text with 513 symbols	...not available...	✗	
Practical Merchandising	Quattro Core Motion	Text with 840 symbols	Available text with 1059 symbols	✓	
Promotions	QUATTRO TITANIUM SENSITIVE	Text with 817 symbols	Available text with 1037 symbols	✓	
	QUATTRO	Text with 680 symbols	...not available...	✗	
	XTREME 3 SYSTEM	Text with 802 symbols	...not available...	✗	
	CLASSIC	Text with 778 symbols	Available text with 867 symbols	✓	

Brandoman
Home
Category
Administration
Privacy
Hello stoiannp@abv.bg!
Logout

Edit Translation

Category: Male Systems

Active
☒

Title

HYDRO CONNECT 5

Text

UPGRADE TO GEL HYDRATION

TO HYDRATE SKIN THROUGHOUT EACH SHAVE AND PROTECT IT AGAINST IRRITATION

Daily shaving can lead to skin irritation but Wilkinson Sword Hydro Connect 5 men's razor helps to protect your skin thanks to unique gel hydration".

- **Water Activated Gel Reservoir** with AUTO-REPLENISHING GEL TECHNOLOGY: Designed to protect men's skin against irritation and hydrate it during shaving. Leaves the skin hydrated up to 1 hour after shaving.

TitleTranslation

HYDRO CONNECT 5

Translation

ПРЕМИНИ КЪМ ГЕЛ ХИДРАТАЦИЯ

ХИДРАТИРАНЕ НА КОЖАТА И ПРЕДПАЗВАНЕ ОТ РАЗДРАЗНЕНИЯ

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- Създаем тример : Наклянящ се резервоар с гел, който разкрива всичките 5 ножчета, за да може безплатствено да се стигне до тринадесетостепен.

Save

Activate Record:

You can activate the product for local users by checking the “Activate box” and then “Save” from the button located at the left bottom corner

Edit Translation:

You can enter product localized (local language) title and/or product details translation in the right section having the English version entered by “Global Admin” at left and save by pushing the “Save” button located at the bottom left corner.

Brandoman
Home
Category
Administration
Privacy
Hello stoiannp@abv.bg!
Logout

Edit Translation

Category: Male Systems

Active
☒

Title

HYDRO CONNECT 5

Text

UPGRADE TO GEL HYDRATION

TO HYDRATE SKIN THROUGHOUT EACH SHAVE AND PROTECT IT AGAINST IRRITATION

Daily shaving can lead to skin irritation but Wilkinson Sword Hydro Connect 5 men's razor helps to protect your skin thanks to unique gel hydration".

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TitleTranslation

HYDRO CONNECT 5

Translation

ПРЕМИНИ КЪМ ГЕЛ ХИДРАТАЦИЯ

ХИДРАТИРАНЕ НА КОЖАТА И ПРЕДПАЗВАНЕ ОТ РАЗДРАЗНЕНИЯ

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Save

1. CATEGORIES

➤ Categories translation menu can be opened via Navigation Bar menu “Administration > Categories”

2. OPEN EDIT WINDOW

➤ Single category translation menu might be opened by the “Edit” icon located at left of each one

3. TRANSLATIONS

➤ Enter the localize translation of Category name and push the “Save” button

If no category translation
Was entered by Local Admin
End Users
Will see English Category Name

Category Translation

The screenshot illustrates the Category Translation process in a web application. It shows the navigation bar with 'Administration > Categories' selected. A list of categories is on the left, with 'Male Systems' highlighted. A table of details for 'Male Systems' is shown, including 'Details', 'Translations', 'Active' status, and an 'Edit' icon. The 'Edit' icon is clicked, opening the 'Category Translations' window. In this window, the 'Name' field is 'Male Systems' and the 'Local Name' field is 'Мъжки Системи'. The 'Save' button is visible.

Categories	Details	Translations	Active	Edit
Male Systems	Text with 1228 symbols	Available text with 1362 symbols	✓	✎
Female Systems	Text with 1220 symbols	...not available...	✗	✎
Male Disposables	Text with 1514 symbols	Available text with 1637 symbols	✓	✎
Female Disposables	Text with 513 symbols	...not available...	✗	✎
Merchandising Basics	Text with 840 symbols	Available text with 1059 symbols	✓	✎
Practical Merchandising	Text with 817 symbols	Available text with 1037 symbols	✓	✎
Promotions	Text with 680 symbols	...not available...	✗	✎
	Text with 802 symbols	...not available...	✗	✎
	Text with 778 symbols	Available text with 867 symbols	✓	✎

Name	Translation	Edit
Male Systems	Мъжки Системи	✎
Female Systems	Дамски Системи	✎
Male Disposables	Мъжки Еднократни	✎
Female Disposables	No translation available	✎
Sun Protection Oils	No translation available	✎
Sun Protection Sprays	No translation available	✎
Merchandising Basics	Мърчандайзинг Основи	✎
Practical Merchandising	Практически Мърчандайзинг	✎
Promotions	Промоции	✎

Category Translations

Name: Male Systems Local Name: Мъжки Системи Save

Users

1. CREATE & DELETE ➤

User edit page can be opened via
Administration / Users tab

2. ACTIVITY REPORT ➤

Activity Report page might be accessed
at Administration / Logs Report page

The screenshot shows the application interface with a dark header bar. The header contains the username 'Brandoman', navigation links 'Home', 'Category', 'Administration', and 'Privacy', and a user greeting 'Hello stoianpp@abv.bg!' with a 'Logout' link. On the left, a sidebar menu lists several categories: 'Male Systems', 'Female Systems', 'Male Disposables', 'Female Disposables', 'Merchandising Basics', 'Practical Merchandising', and 'Promotions'. An arrow labeled '1' points to the 'Male Disposables' category. In the center, a dropdown menu is open under the 'Administration' header, showing options: 'Categories', 'Users', and 'Logs Report'. An arrow labeled '2' points to the 'Users' option. On the right, a table displays product details. The table has columns for 'Details', 'Translations', 'Active', and 'Edit'. The 'Active' column contains green checkmarks or red prohibition signs. The 'Edit' column contains edit icons. The table rows include product names like 'NECT 5', 'Hydro C', 'QUATTRO T', 'Quattro Titanium Vintage Edition', 'Quattro Core Motion', 'QUATTRO TITANIUM SENSITIVE', 'QUATTRO', 'XTREME 3 SYSTEM', and 'CLASSIC'.

Details	Translations	Active	Edit	
NECT 5	Text with 1228 symbols	Available text with 1362 symbols	✓	✎
Hydro C	Text with 1220 symbols	...not available...	✗	✎
QUATTRO T	Text with 1514 symbols	Available text with 1637 symbols	✓	✎
Quattro Titanium Vintage Edition	Text with 513 symbols	...not available...	✗	✎
Quattro Core Motion	Text with 840 symbols	Available text with 1059 symbols	✓	✎
QUATTRO TITANIUM SENSITIVE	Text with 817 symbols	Available text with 1037 symbols	✓	✎
QUATTRO	Text with 680 symbols	...not available...	✗	✎
XTREME 3 SYSTEM	Text with 802 symbols	...not available...	✗	✎
CLASSIC	Text with 778 symbols	Available text with 867 symbols	✓	✎

Register

Create a new account.

- The Email field is required.
- The Password field is required.

Email

Password

Confirm password

Register

Requesting Users' Activity Report:

You can get an Excel file with all End User logs to the mobile application via entering start and end date and pushing the "Get Report button"

USERS' LOGIN REPORT

Start Date

07/22/2019

End Date

08/21/2019

GET REPORT

August 2019						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Creating a new user:

New user might be created by entering a valid Email (to be further used as Username) and Password. Passwords should be at least 6 symbols long and contain small letter, big letter, digit and special symbol ("!@#\$%^...")

Summery “Local Admin”

1. Chose articles for the market

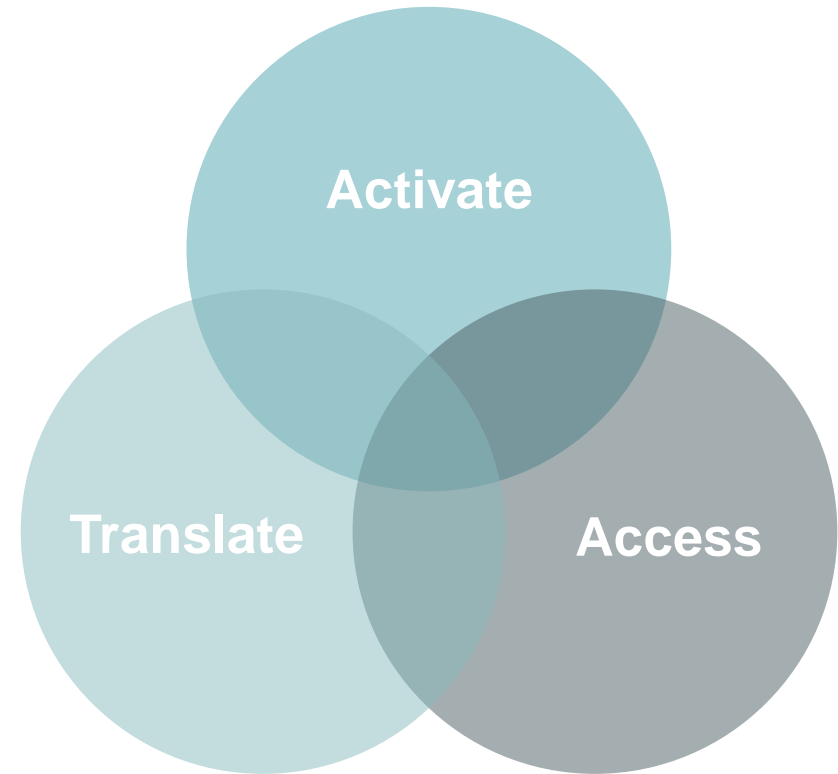
Activate any of the available articles for the local market by entering Edit Article page for every record

2. Translate the text

Translate the text of all activated for the local market articles from the Edit Article page. Steps 1 and 2 should be done preferably together. Product translations will be automatically uploaded from company site but should be all mandatory checked and eventually corrected.

3. Create local users

Create local users from the Administration / Users page accessible from the main menu tabs and further grant the end users their credentials. Passwords should be at least 6 symbols long and contain small letter, big letter, digit and special symbol (“!@\$%^...”)



Part 4



Mobile App End Users

Installation guide for end user mobile subscribers – google store location and basic usage options



Mobile App End Users



Application “BrandomanEPC” can be installed from “Google Play” store.

Device should have minimum Android 6.1+ version.

iOS application will be provide by October 1st.

Credentials should be provided by Local Admin for each user.