Digital Channel

Helping our Partners to reach, engage, nurture and win more customers

Digital Channel Implementation Guide

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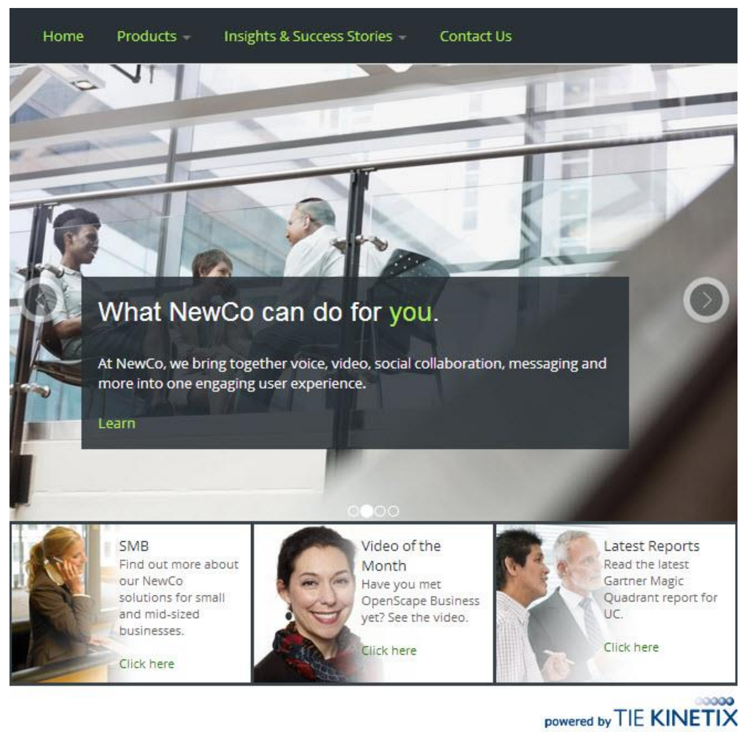
Overview

This document provides an overview of how to implement the product showcase for the Digital Channel program provided by Unify. The goal of the Digital Channel program is to make execution of your marketing programs simple, consistent, and cost-effective while increasing your joint presence across the widest range of audiences.

Benefits of the program include:

- Generate more qualified leads from your website
- Streamline content product and solution updates directly on your website from Unify
- Automate repetitive tasks such as co-branding of sales and marketing collateral



Digital Channel in 3 Easy Steps

Configuring the Unify product showcase for use on your website is easy. It takes only a few minutes to set up, and even less time to implement. Below is a brief overview of the 3 steps a partner needs to take in order to get up and running with the program.

1. **Subscribe**
2. **Pick Up Your Code**
3. **Embed**

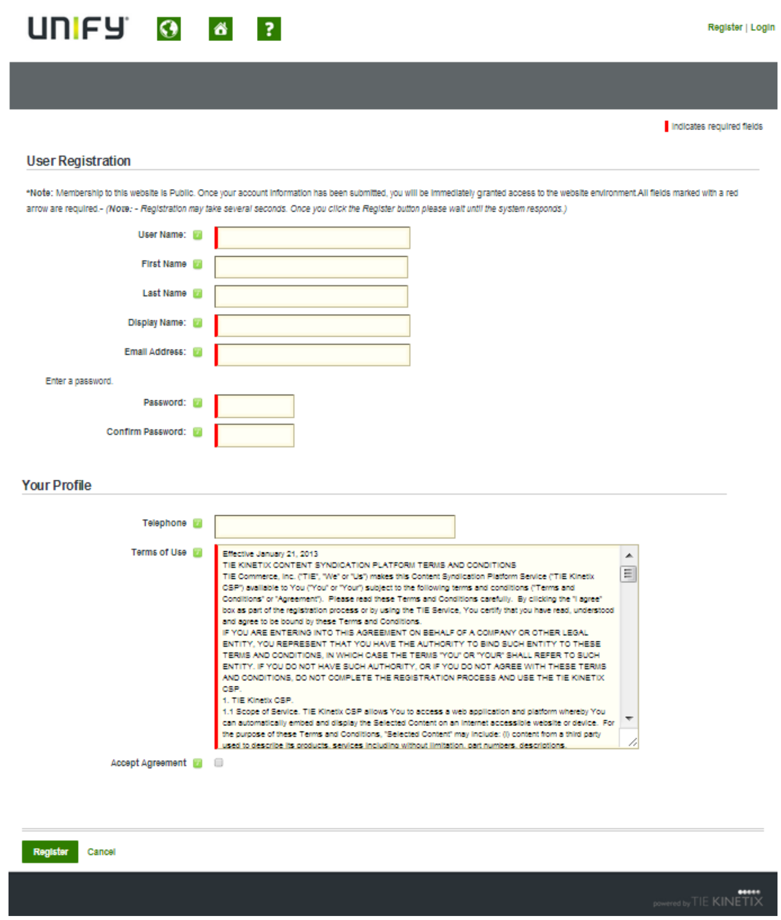
To begin, enroll in the Digital Channel program at this URL:

http://digitalchannel.Unify.com/portal

Digital Channel in 3 Easy Steps

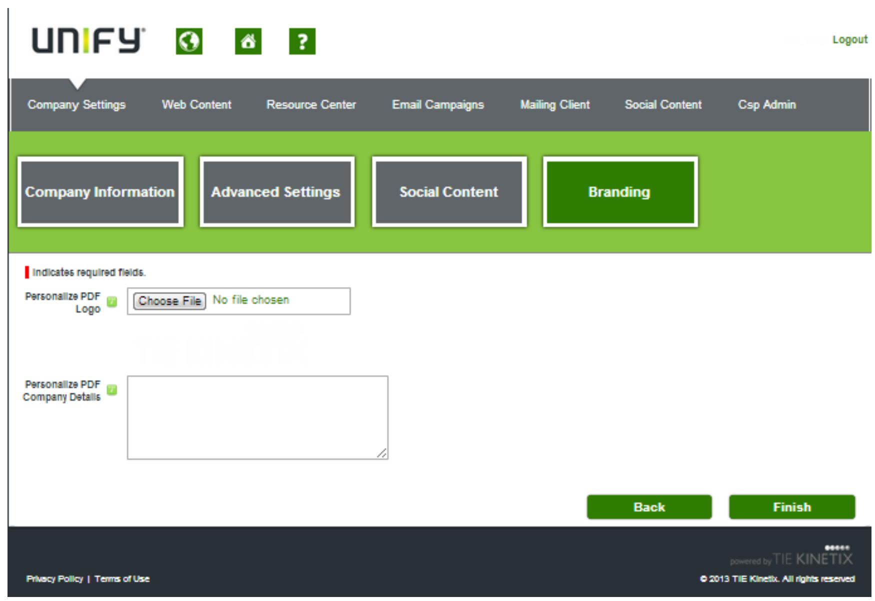
Step 1: Subscribe

1. Go to: http://digitalchannel.unify.com/portal
2. Click the “Register” link.
3. Enter your Name info, User Name, Password, etc. as required.
4. Review the Terms and Conditions of the Agreement, select “Accept Agreement”, and click the Register button to advance.
5. Once registered, you will be directed to a Company Settings page and will receive an email notification containing your login information.



Setting Up Your Company Profile on the Company Settings page

1. Fill out all mandatory fields and click the Save & Next button
2. You will then advance to the "Advanced Settings tab. Select the language you would like your syndicated showcase to display. You can also customize the css configuration of your showcase from this page. When done click the Save & Next button
3. You will then advance to the Co-Branding tab. This is where you will enter your company's information that will be automatically added to the Co-Branded PDF's
4. Upload a company logo. Your logo should be no larger than 200k. Supported file types are JPG/PNG/BMP/GIF



5. Enter your company information such as name and address. The co-branding module supports up to 6 lines of text at 25 characters per line, including spaces.
6. Click the Finish button

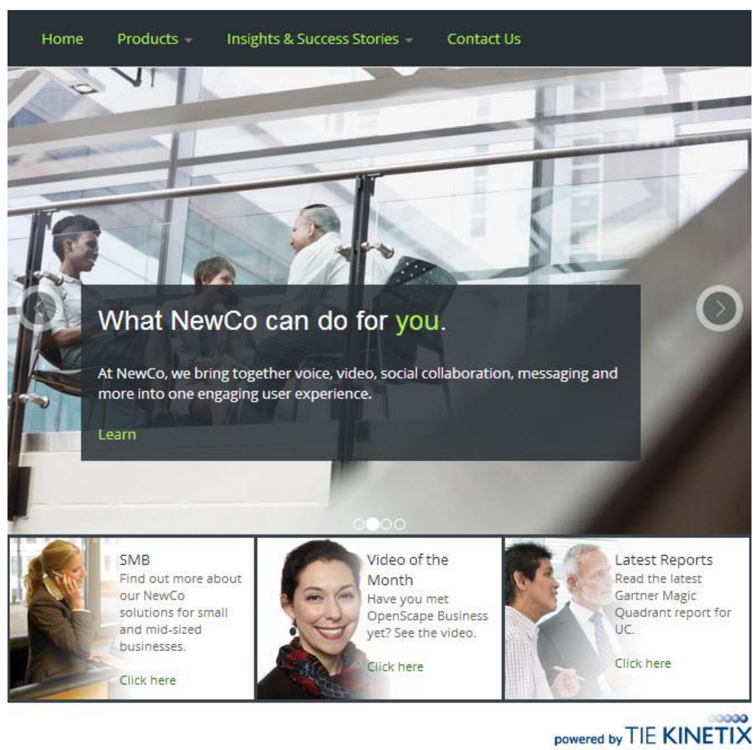
Step 2: Pick Up Your Code

1. From the top navigation menu, select the second option, “Syndicate Showcase”.
2. Click the Generate Embedding Code button. 

3. Follow the instructions in the “Setup Steps” window, being sure to copy the entire script code.

Step3: Embed

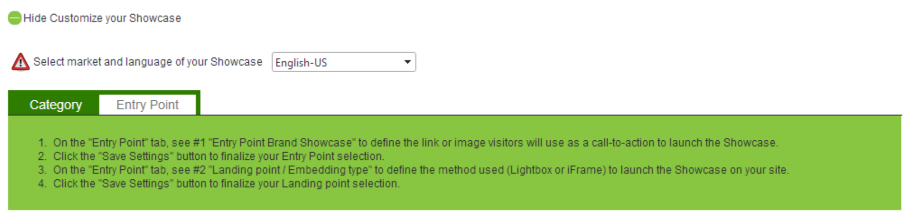
1. Choose a page within your website where you’d like the showcase to display. Open the source HTML for that page in a web editor, and paste the script code (you just copied) in the appropriate location (so that the showcase is displayed where you’d like it).
2. Publish the page, and the related Unify entry point should appear (see below).
3. Click the entry point to launch the showcase in a Lightbox.
4. If you would like to the change the appearance of your showcase, see Appendix A for Advanced Settings.



Advanced Settings for Customizing Your Showcase

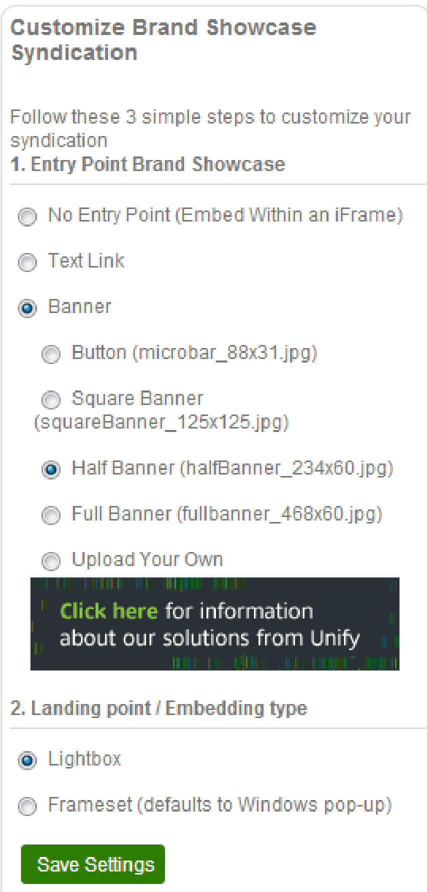
1. From the top navigation menu, select the second option, “Syndicate Showcase”.
2. Review the Customize Showcase section to familiarize yourself with the process.

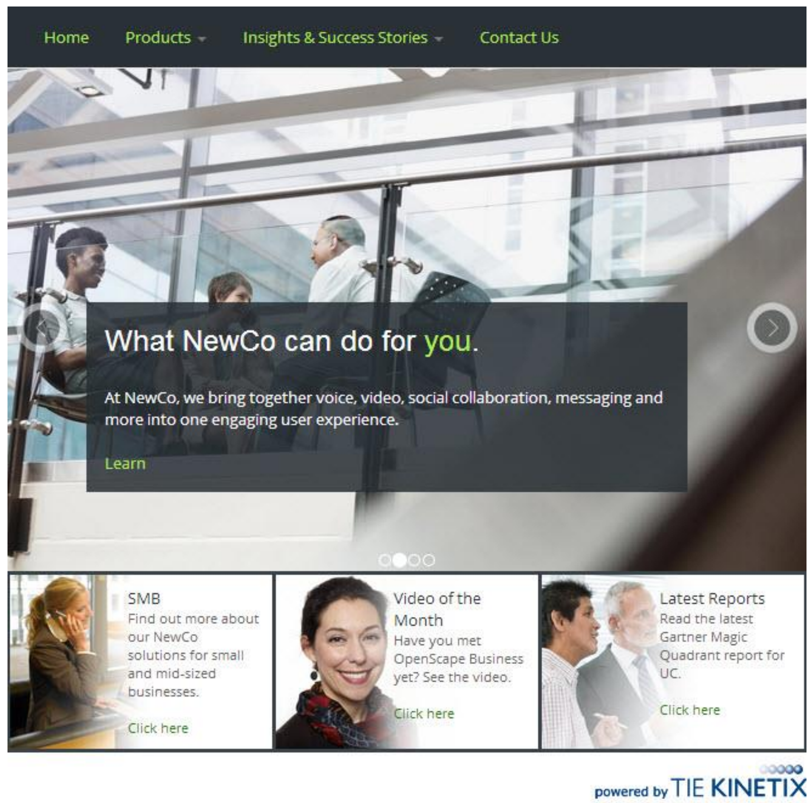
3. Continue down the page until you see two tabs: Category and Entry Point. Basic definitions are provided below.
    a. **Category: A**llows the user to select/filter what content will be displayed within the product showcase.
    b. **Entry Point:** Allows the user to define how visitors see the content.



4. With the Category tab selected, choose which content will be visible in your showcase by checking or un-checking categories.
5. Click Save Settings to preserve your updates.
6. After saving, the updated showcase will be visible on the screen.
7. Once you’ve completed customizing the showcase, click the Entry Point tab.
8. The Entry Point Brand Showcase section will allow you to customize how the showcase will display. For example, if the No Entry Point option is selected, the showcase will display seamlessly inside the website. If the Text Link or Banner option is selected, end users will click a text link or banner to launch the showcase. Once your desired settings are selected, press Save Settings.

9. The Customize Showcase section defines how the showcase is rendered on your website. You can select either a Lightbox or an iFrame option.





Digital Channel
Resource Center

Implementation and Utilization

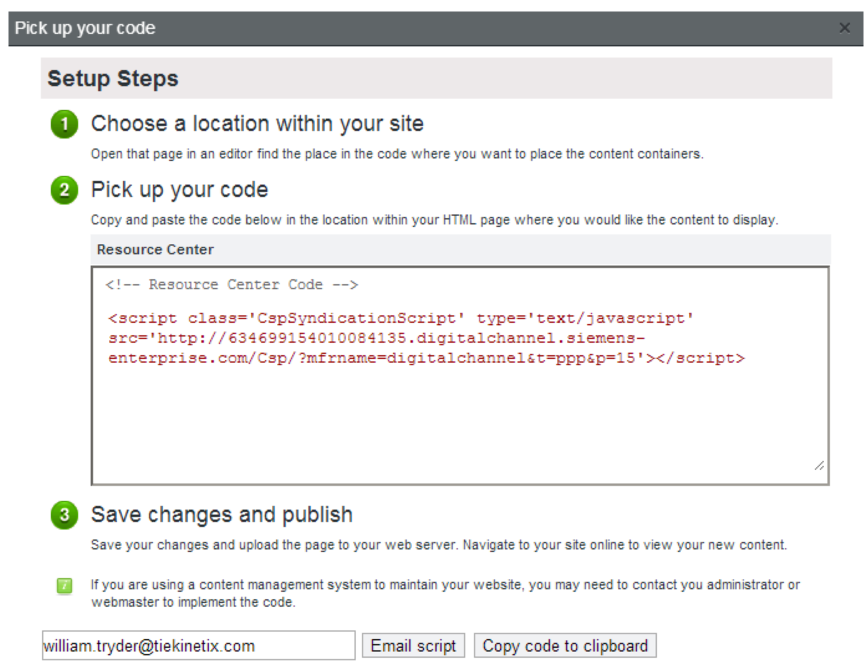
The Digital Channel Resource Center automatically delivers to your desktop (or mobile device), the sales and marketing materials, tools and resources from Unify, which you need to drive demand and help close deals.

No URLs or passwords to remember, just fast access to the information you need, when you need it, where you need it, at the click of an icon.

Implementing **the Resource Center module to your company's intranet is simple.**

- Log into the **Unify Digital Channel Resource Center**
- Click "Generate embedding code".
- Copy and paste the short script into the html of your intranet page and you're done.

You can copy the script to your computer clip board or you can simply enter an email address, click "Email Script" and send the code to a co-worker.



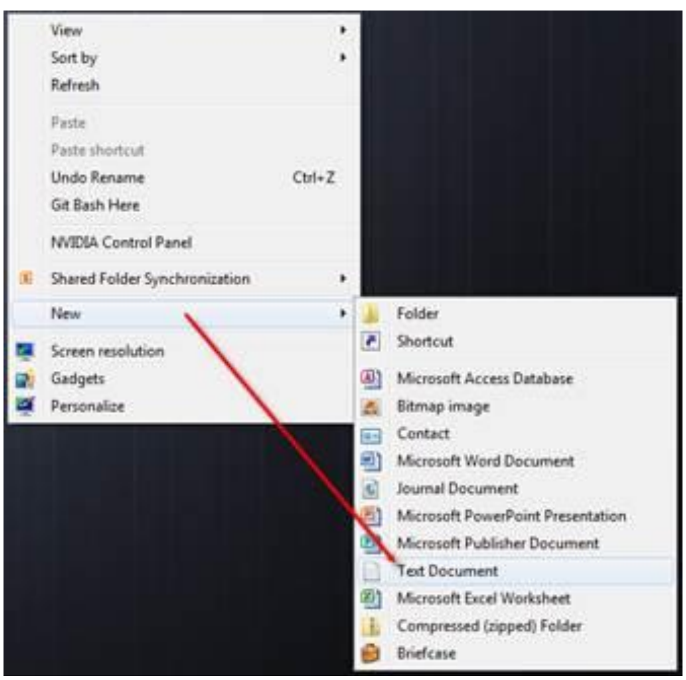
Once you've added the Resource Center module to your intranet, set a desktop shortcut for easily accessing the page. Support materials and marketing assets will be a click away.

You can set a desktop shortcut by:

- Copy the url address of the intranet page where the Resource Center is embedded.
- Right click on your desktop and hover over "New".
- Select "Shortcut" and follow the creation wizard to create shortcut.

Embed Resource Center on Your Desktop:

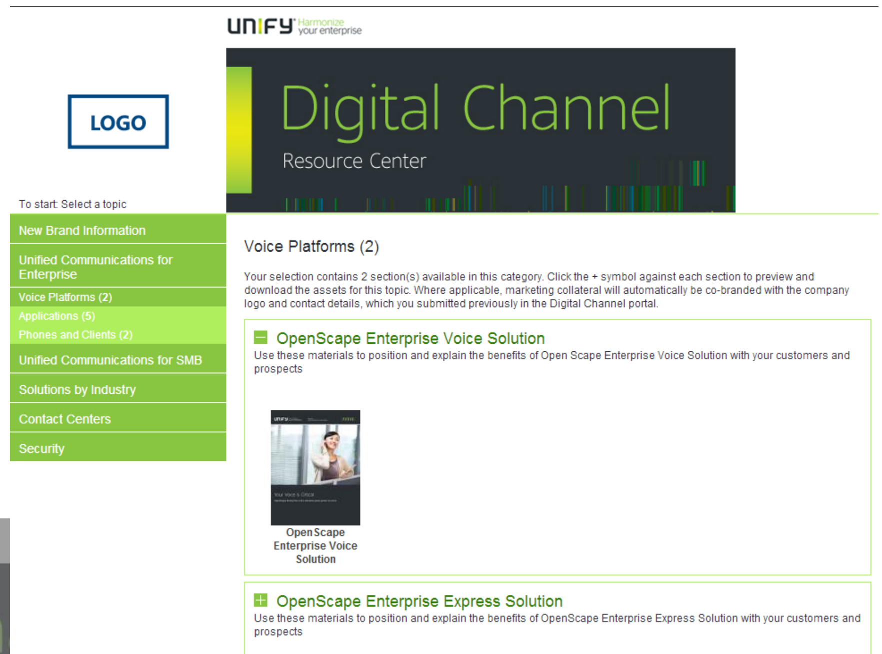
- Copy the embed script from the Digital Channel portal.
- Right click on your desktop, hover over "New" and select "Text Document".
- Open the text document, paste the embed script and save the document as an html doc.
- Now, to access Resource Center, simply double click the new html file.

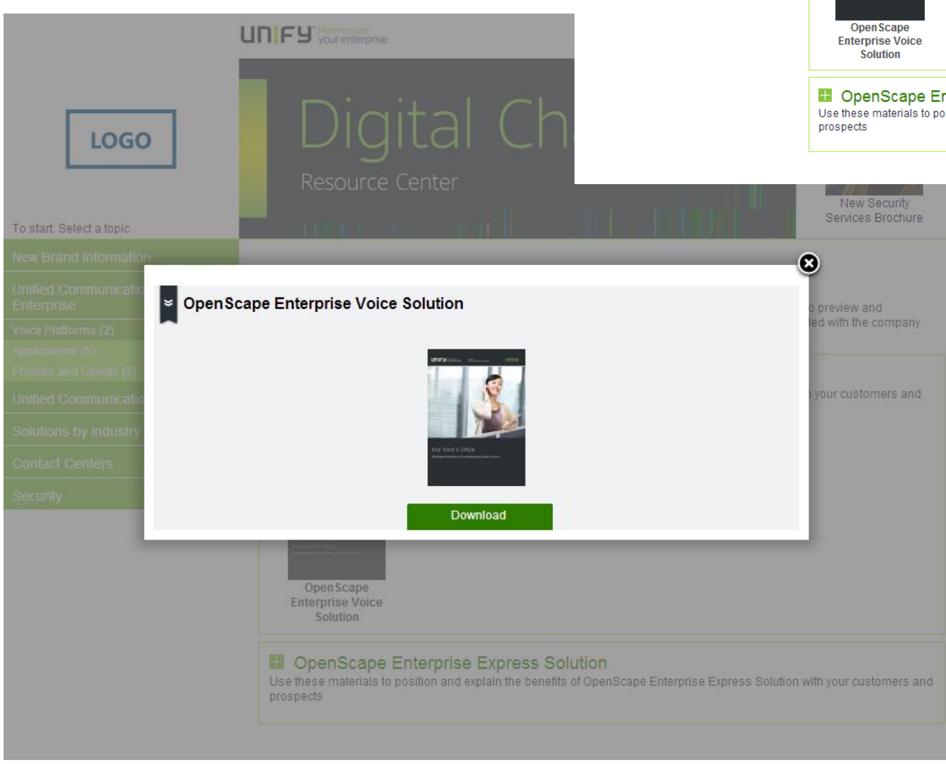


Now that you've implemented the Resource Center module you can browse the different topic sections for the right sales tool.

Utilize the Resource Center:

- Click the category on the left navigation panel
- Expand the section you would like to preview
- Click the thumbnail of the asset you would like to download
- Click the "Download" button





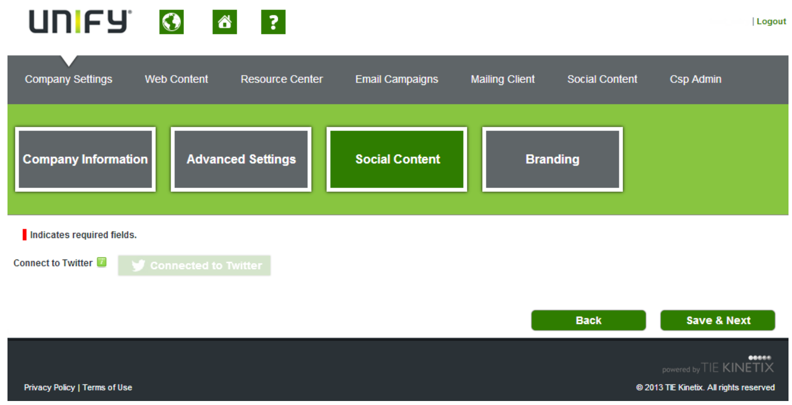
Digital Channel Social Content

Configuration of Social Module

You can take full advantage of the Unify Digital Channel Social module by authorizing the Social module in the Digital Channel portal. By authorizing Digital Channel Social, you will gain the ability to tweet Unify content to your partner community.

- To Authorize the Digital Channel Social module you simple need to click the “Connect to Twitter button under the “Social” tab under “Company Settings”.

- After clicking the “Connect to Twitter” button you will be asked for your twitter user name and password.



Once you’ve authorized the Twitter app, the Digital Channel Social module will handle the rest. All of the Digital Channel tweets will be automatically tweeted to your partner community through your twitter handle.

The Digital Channel Social module will only send tweets that relate to the product categories you have registered for under your Web Content tab. For instance, if you have opted out of SMB then you will not syndicate tweets relating to SMB.

To view what categories you are registered to syndicate click on the “Web Content” tab and expand the “Customize your showcase” button. There you will find a category tree for your Digital Channel platform.