

ARCONVERT **BitRAMA**

MANter APP UPDATE TRAINING

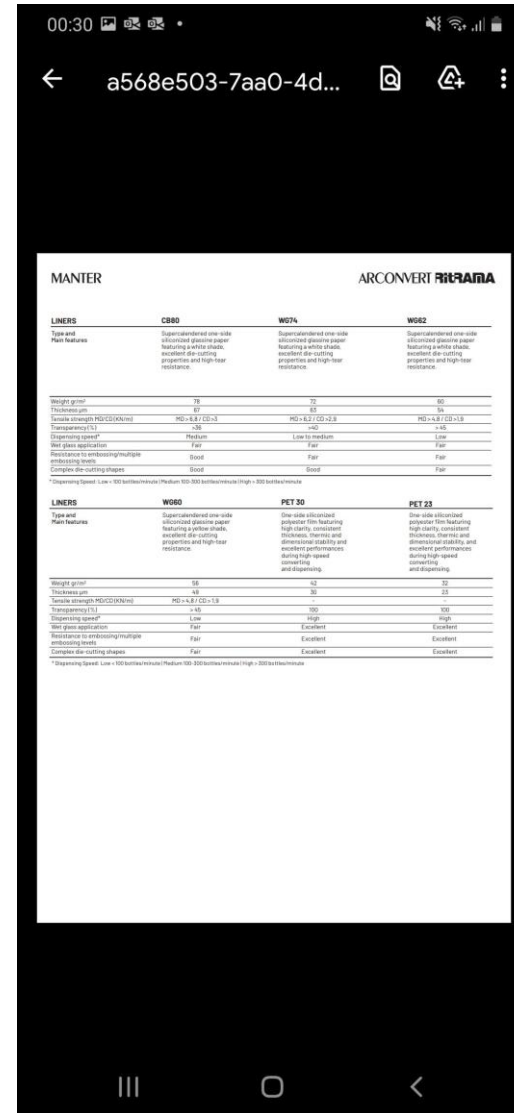
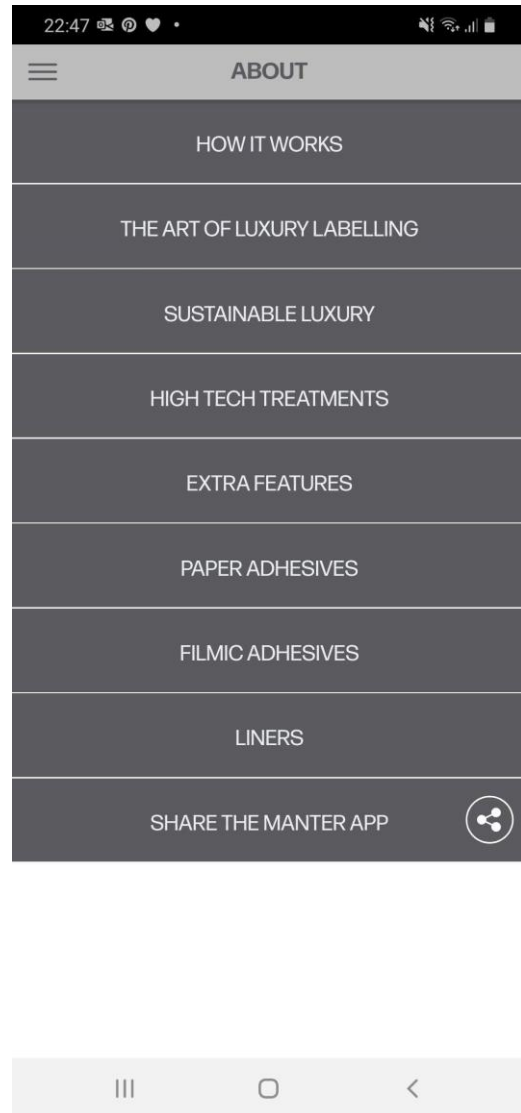
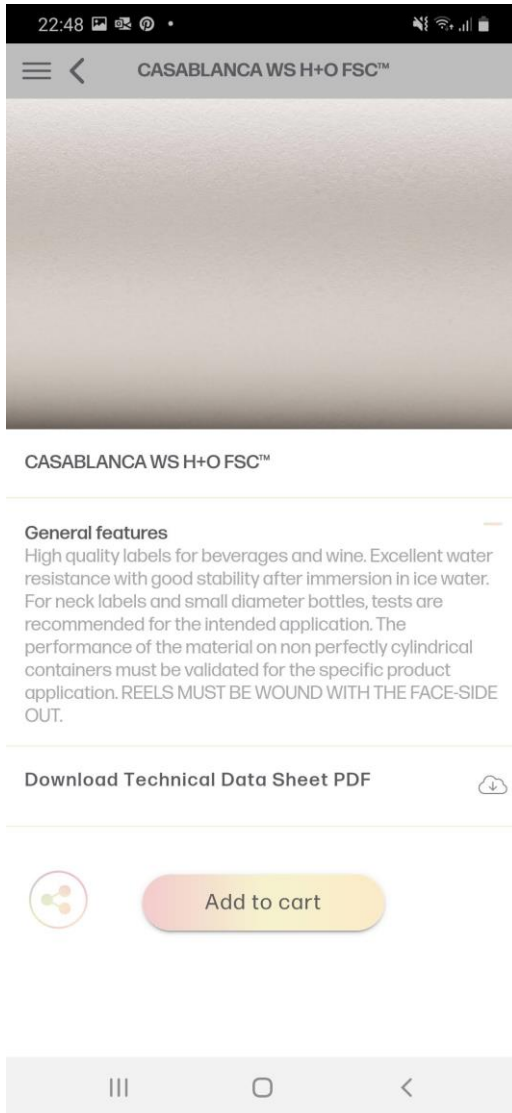
12th March 2021

MANTER APP FUNCTIONALITIES LAUNCH: March 08, 2021

1. Product Search Engine in the new **PRODUCT SELECTOR SECTION** including the 149 products of the Art of Luxury Pocket Collection.
2. Access to the new product selector section on the main menu.
3. Filters on the product selector section by ranges.
4. The user can order **A5 printed samples**.
5. **Adhesives and liners data tables** access. PDFs to download in 6 languages.
6. The user can **share the App**.
7. **75 printed labels** in the label gallery.
8. Labels Search Engine function in the Label Gallery.



MANTER APP FUNCTIONALITIES LAUNCH: March 08, 2021



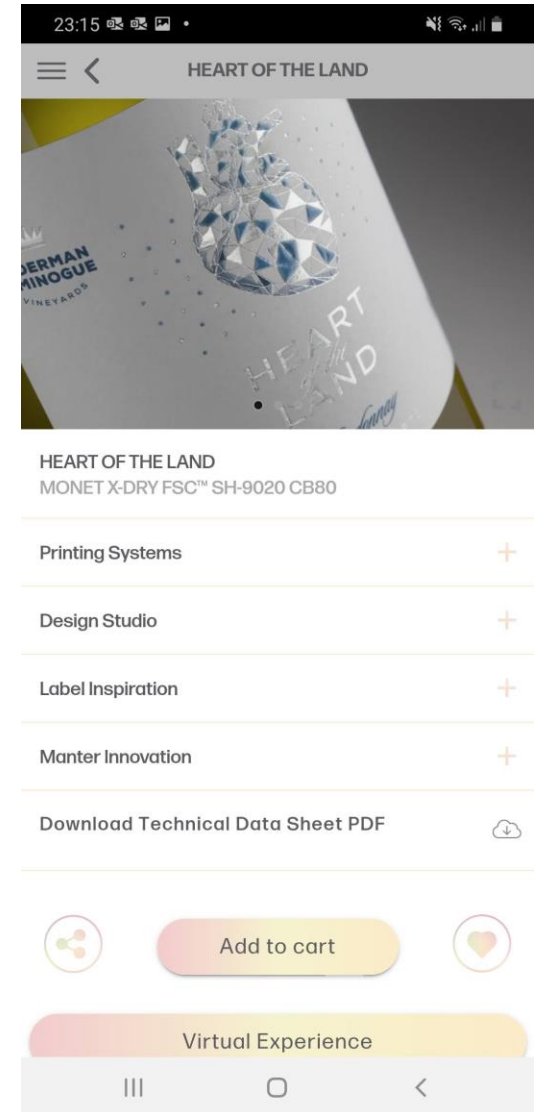
MANTER APP FUNCTIONALITIES LAUNCH: March 08, 2021

9. **Fullscreen** visualization of the label gallery pictures.
10. **New animated labels:** 12 animations / virtual experiences.
11. **Audio and sound effects** added on the virtual experiences.
12. Improvement of the 3D animations: speed and fluidity optimization.
13. The **Login access** has no longer time restriction.
14. Improvement of the Label Gallery image quality despite compression (JPG/PNG).
15. **CRM integration:** all the A4 samples and A5 printed samples will be automatically ordered through the CRM.



NEXT IMPORVEMENTS AND FUNCTIONALITIES

1. New CATALOGS SECTION
2. Catalogs orders
3. Search Engine for the Catalogs Section
4. Catalog inventory integrated with CRM.
5. Push notifications.
6. Multimarket system development
7. Add LATAM market (56 extra products + specific content)
8. Add US market (50 extra products + specific content)
9. Rebranding.



CRM + APP INTEGRATION FOR MARKETING TOOLS REQUESTS

1. 2 DIFFERENT CRM FORMS

- 1 for A4 samples called «SAMPLES» (Sales & BDMs have already been using it when creating an opportunity).
- 1 (new) form for MKT Tools called «MARKETING MATERIALS» to request swatchbooks/printed labels/brochures/product cards. The request has to be added inside the contact or account. All requests will be sent to Silvia Guerrero. This second form is available starting from today, March 12, 2021.

2. All requests coming from the Manter APP will appear in the abovementioned forms: SAMPLES for A4 sheets and MARKETING MATERIALS for swatchbooks and printed labels. The APP and CRM matching is implemented through the contact's email address. In case the contact is new, a lead contact has to be created.

3. Currently, all APP requests have been processed by the Marcom Team. No mail requests needed.