

## DEALER PORTAL WITH ADOBE MARKETING STACK



Dealer Portal is a dealer centric solution created to empower dealers with all tools they need to improve business and gain / retain customers. With a robust framework, it integrates with lead, quote and inventory

management systems to generate dynamic reports. The portal is built using modular design so that any change is independent of the technical teams. With this, business

teams can add new members to portal, update articles, marketing data and product information by visiting the portal. It can be customized by individuals for their verticals.

### Key features

**Single portal for all regions and languages:** Portal acts as a single point for all the regions and users of different languages rather than distributed portals. It also provides a feature to add more languages and regions easily without any technical base requirement

**Seamless connectivity across portals:** The portal implements single sign on to connect with all the portals of business units so that checking information on all portals is made a smoother experience

**Effective communication:** Portal provides an easy channel for communicating latest messages from all the verticals of the supply chain hierarchy. For example, from the distributors to all the dealers that fall under them

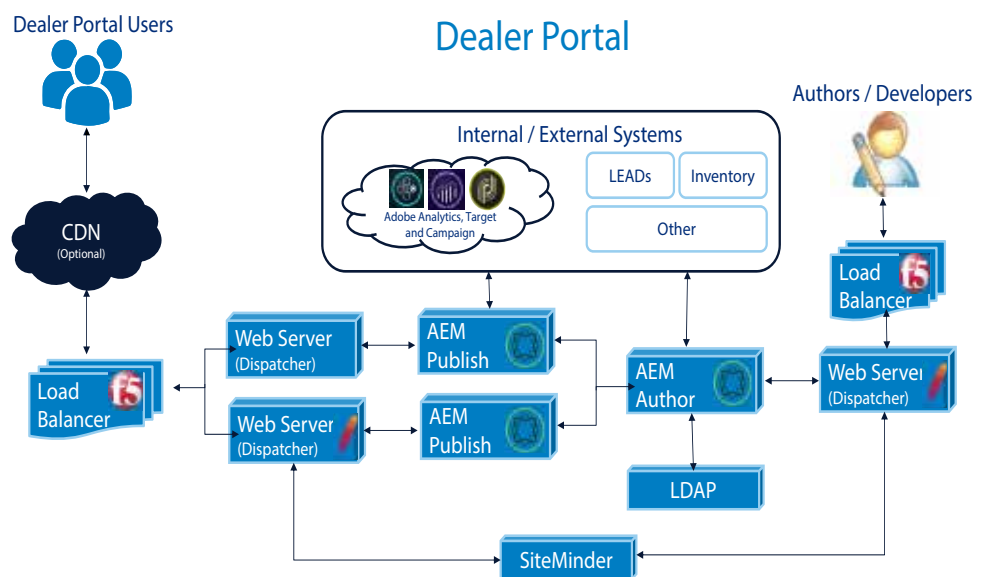
**Product picker:** This gives an effective tool for understanding the requirement and scanning through inventory to suggest the best products

**Social integration:** Portal integrates with all social networking sites, fetches user generated content and displays on the portal as desired

**Reports:** In addition to reports on user activity on portal, it also offers reports on

quotes, leads conversion, inventory and sales

**Monitoring:** It has proactive monitoring with consistent server health checks to keep the uptime to maximum even during increased web traffic



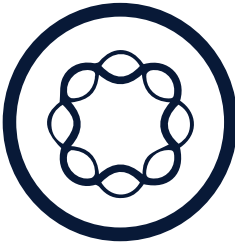
## Advantages of Dealer Portal:

Marketing materials and other documents language handling: The portal handles the documents and other assets in all languages without any change of process in uploading the assets

Operations made easy: Well-designed framework, proactive monitoring and alerts will make operations life easy

Integration with directories for easy handling of hierarchy: Portal is well integrated with LDAP such that the member hierarchy is handled by fetching information from the directory rather than making any changes in the portal itself

**Adobe Experience Manager**



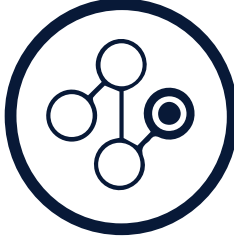
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