AEB4U - MARKETING TO SUPPORT SALES

The role of Marketing

The Marketing team in 2020 with the enhancement of AEB4U wanted to be even closer to the needs of Vedite, through:

- the creation of a new APP and a new look for the Web version, available on all devices
- easier access thanks to the login with the same credentials of Office 365;
- an optimized navigation experience
- accessibility to the APP also in offline mode

Moreover, thanks to the valuable contribution of our salespeople, both in Italy and abroad, we continue to constantly improve performance, to offer a service in line with the needs of the market and the sales force.

Extra to support the vintage period

Harvest is here and we're ready to give you some extra support!
We have prepared video tutorials to show you in a simple and immediate way how to create a new winemaking protocol and especially how you should use the "old" protocols.

In addition, you will be able to find all the new products announced in preview at the convention so that you can include them within the new protocols and propose them to your customers.
Finally, we have made available to you a resource from the Marketing team for any needs, here are the references:

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AEB4U DESKTOP

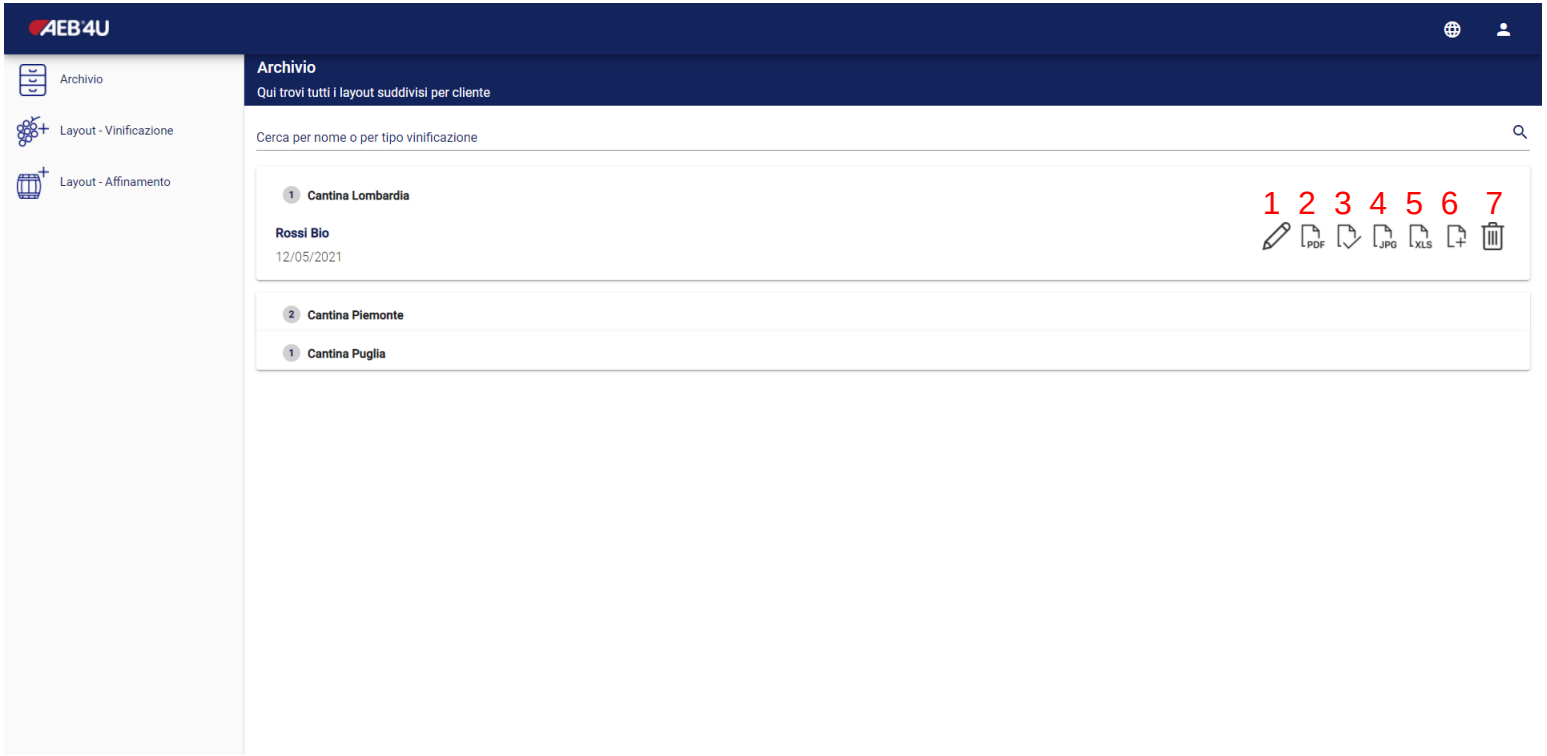
Guide for update and optimization of previous layouts

Edoardo Di Dio Reno

Premise

Once you have logged into AEB4U you will be directly sent to the **archive** where you will find your **previous** and **new layouts**.

After having clicked on a certain client, you will be able to modify the layout (1), view and download the PDF laytout printing in A4 format (2), view and download the simplified PDF (3), view and download the JPG printing in A3 format (4), download the layout in excel file for the calculation of the Price (5), duplicate it (6) and delete it (7).



Introduction

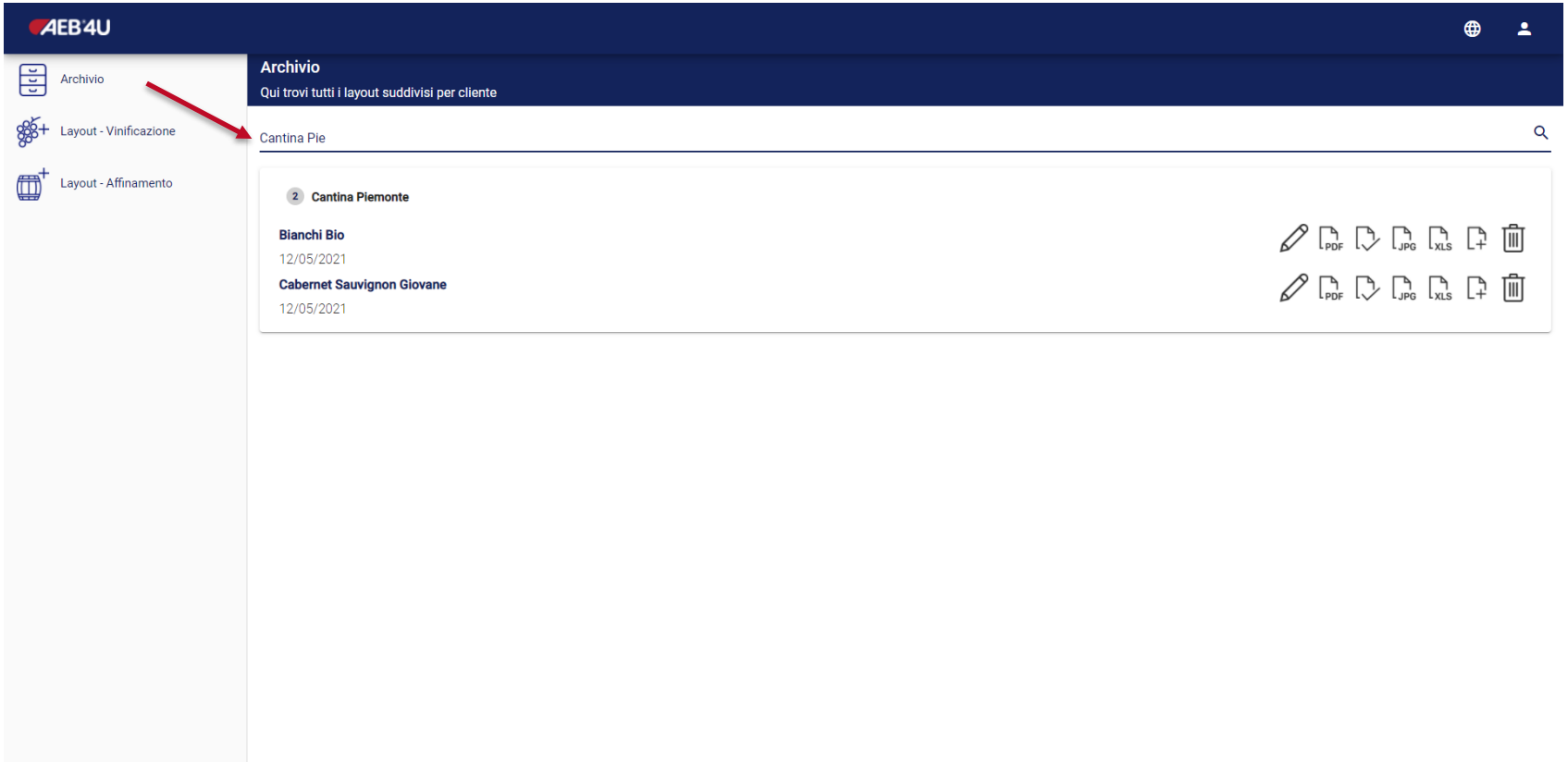
This guide is designed to help you **duplicate** and **print** your **previous layouts with new settings** and **updates** because thanks to your feedback, we have made changes and optimizations.

To make these changes visible, **we suggest you to always duplicate your previous layouts and then make changes** so that they are updated and optimized correctly for printing.

The new layouts you are going to create will already be updated according to the new changes, so you won't have to duplicate and save/edit them.

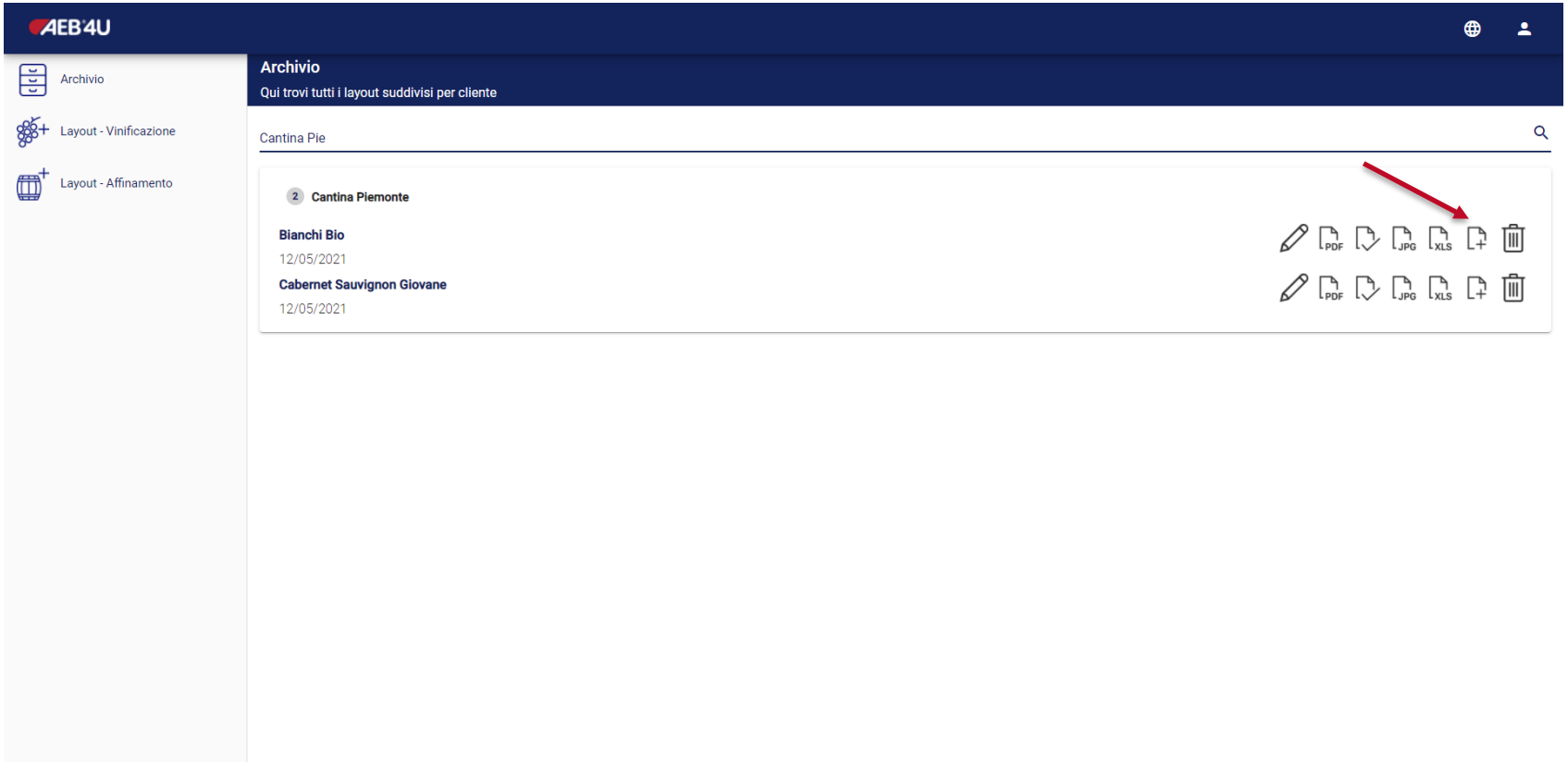
Search layout

To carry out a search, you will have to **type** in the space provided (see red arrow) the **type of winemaking** or **the name of the client**. **The search is automatic** and, while you are typing, you will see the results.



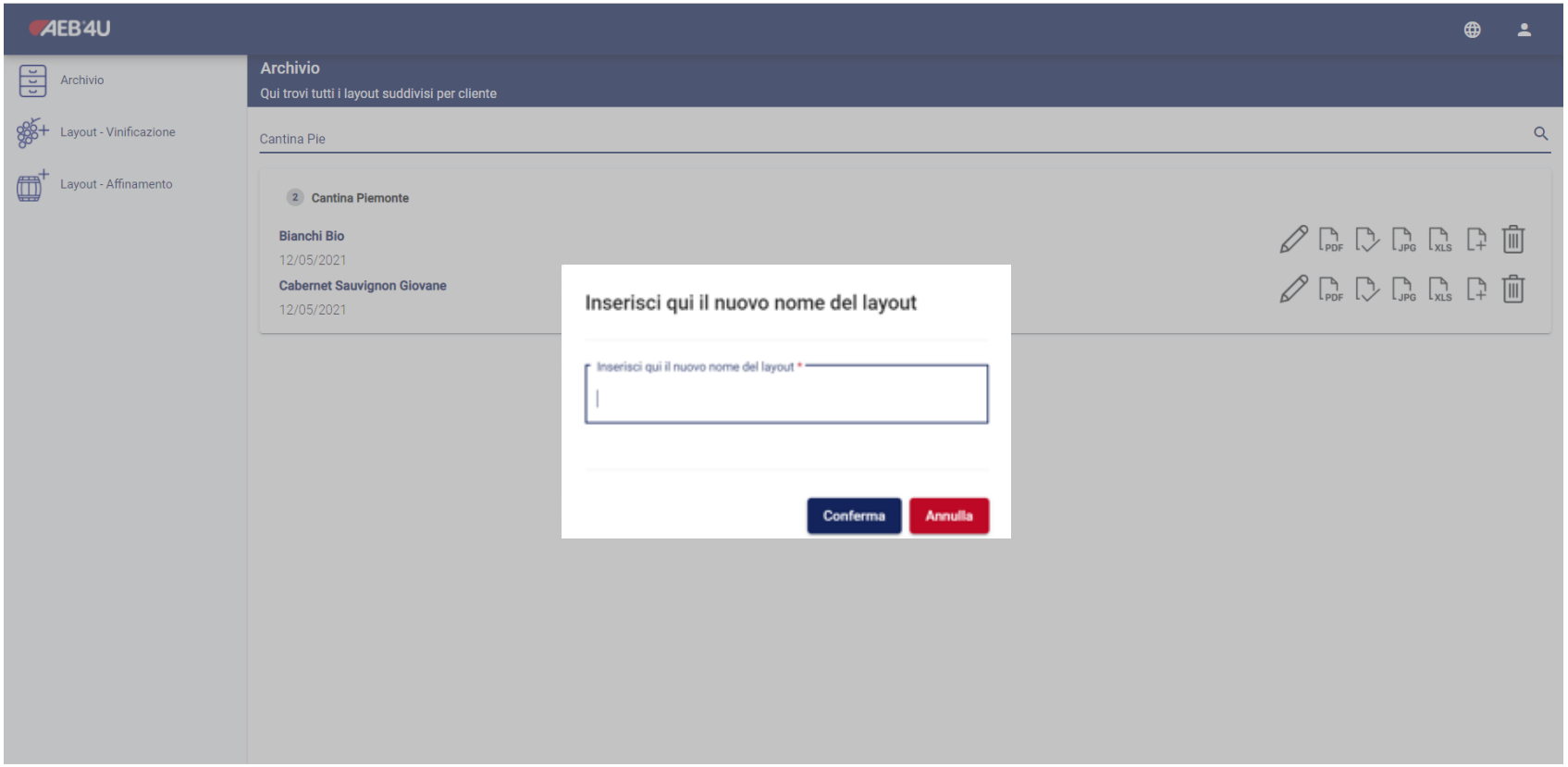
Duplication

Once you have found the layout you want to duplicate, **click on the penultimate icon** (red arrow).



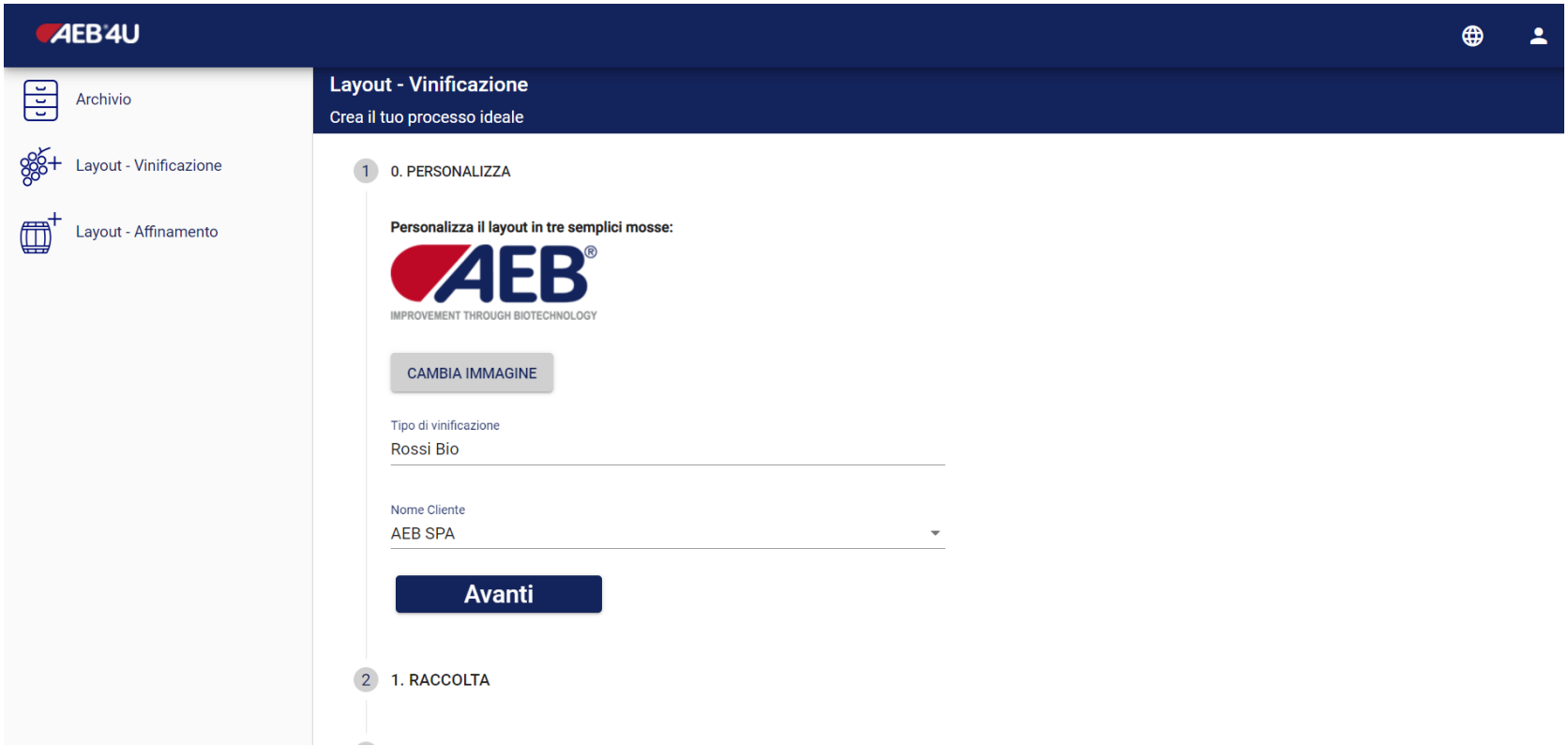
Rename new layout

Once you have clicked on duplicate, the system will ask you for the **new name of the layout** - **the new name will be visible immediately** in the **archives** and **inside** the **layout** itself. Once you have chosen the name, confirm the action by clicking on "**Confirm**", if you want to cancel the operation, click on "**Cancel**". Then you will have to search, thanks to the search bar, for your new duplicate layout.



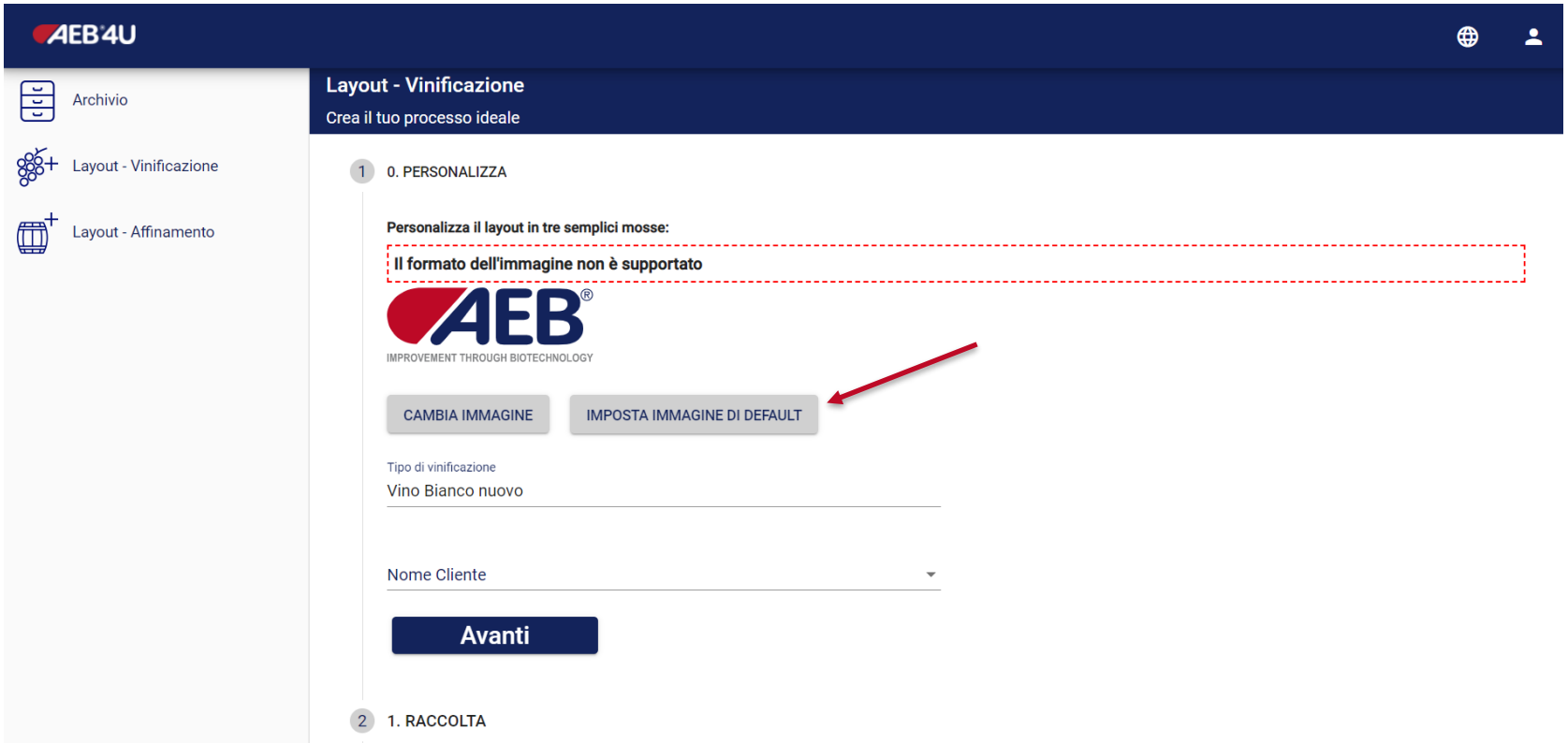
Customize layout

When we will go to edit our duplicate layout, we will find the **client logo** that was present in the other layout and with the **new name** that we assigned during the duplication. The **client** will **automatically be the one from which we duplicated the layout** but we **can reassign** our new layout to another **client** and **change** the **logo**.



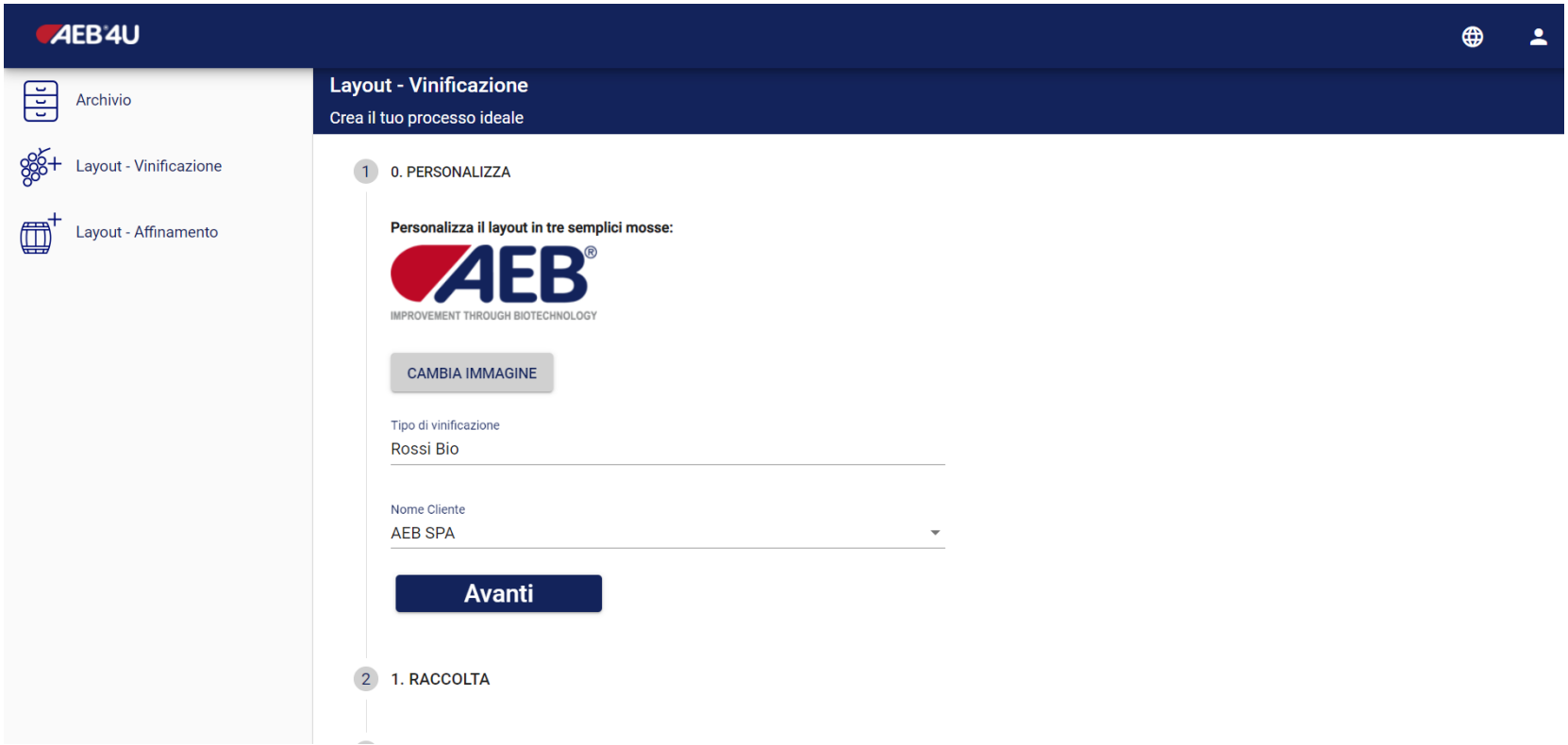
Previous logo not supported

It is possible that the **previous logo is not supported** by the new system. In order to proceed and save the layout correctly, click on "**Set default image**" to **update** the **logo**. The new logo will not be visible because that is the space dedicated to the customer logo, but in this way **you can save the layout** or, if you want, you can load the customer logo. The AEB4U logo is already fixed at the top right of the layout (see next slide).



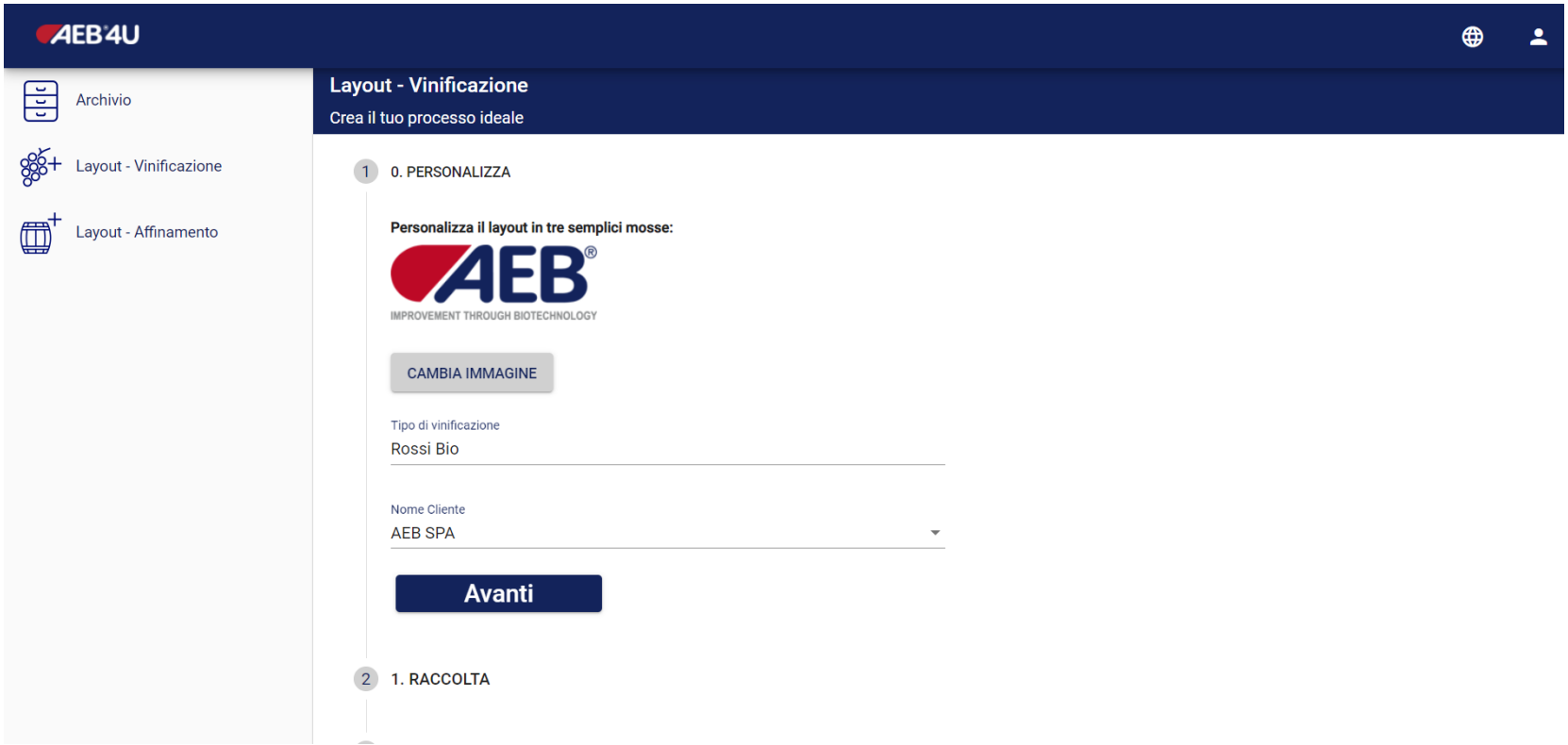
AEB4U logo and customer logo - old layout

By **duplicating an old layout**, there will be **two logos**: on the left the **AEB** logo and on the right the **AEB4U** logo. If you want to **remove** the **AEB logo**, you will have to **upload a white image or upload the customer's logo** that will be displayed instead of the AEB one.



AEB4U logo and customer logo

The **AEB4U logo is always present in the layout** at the top on the right - the **customer logo is** instead **editable** (**first step** of the protocol creation/editing): **if the customer logo is loaded, the logo will appear at the top on the left, if no logo is loaded, only the AEB4U logo will appear at the top on the right.**



Layout changes

Once we have passed the first phase, 0. Customize, we can start to modify our layout in all its parts. **Beware that if we remove the check and put it back** (see the red arrow), **all the products and texts previously inserted and associated to that point will be deleted and will have to be reinserted manually.**

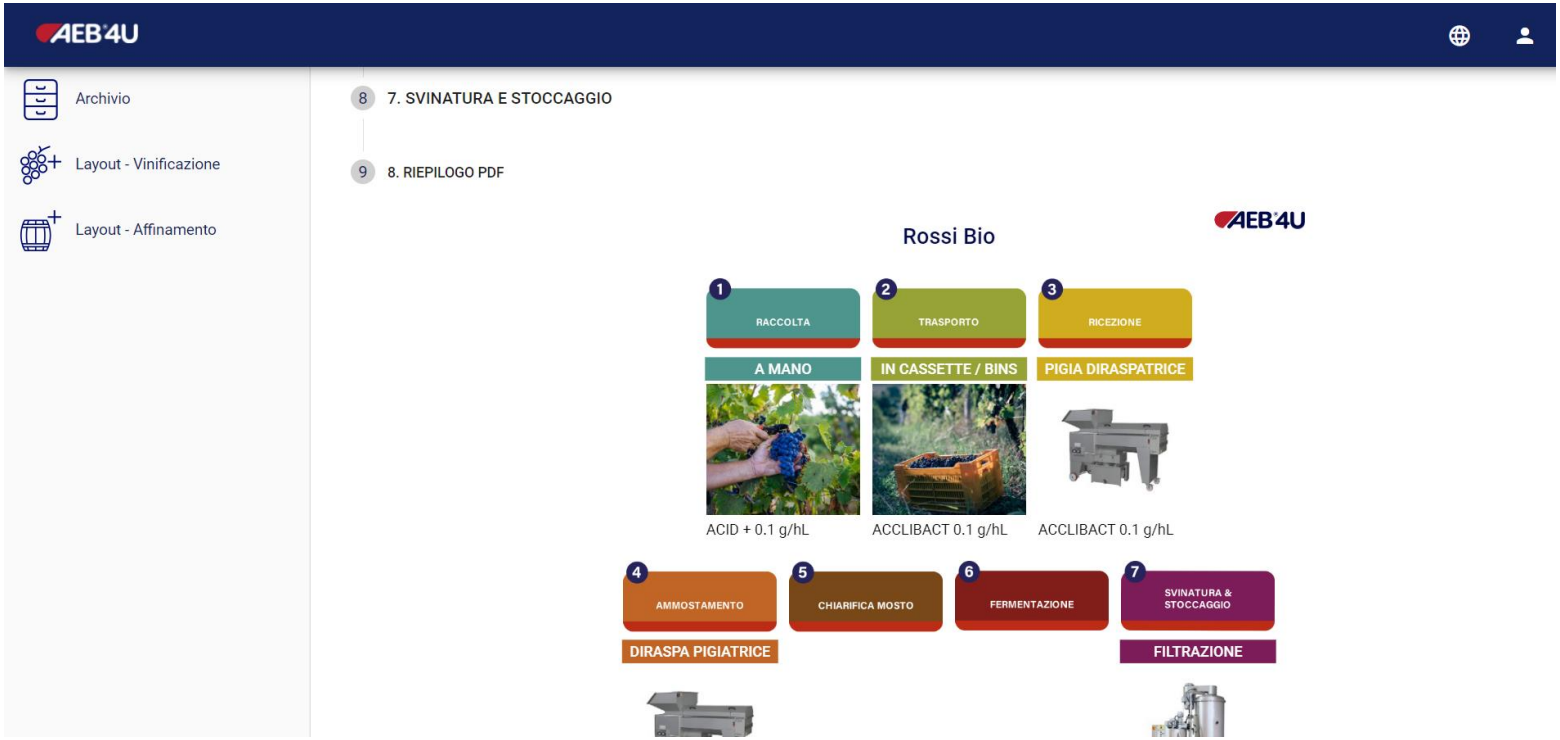
Information not present on the new layout template

If you see a warning like the one shown in the image, **you won't need to do anything if you want to keep the duplicate layout information** - uncheck the checkmark and the information will be lost. **Once you save the duplicate layout, the warning will not appear again.**

Layout saving

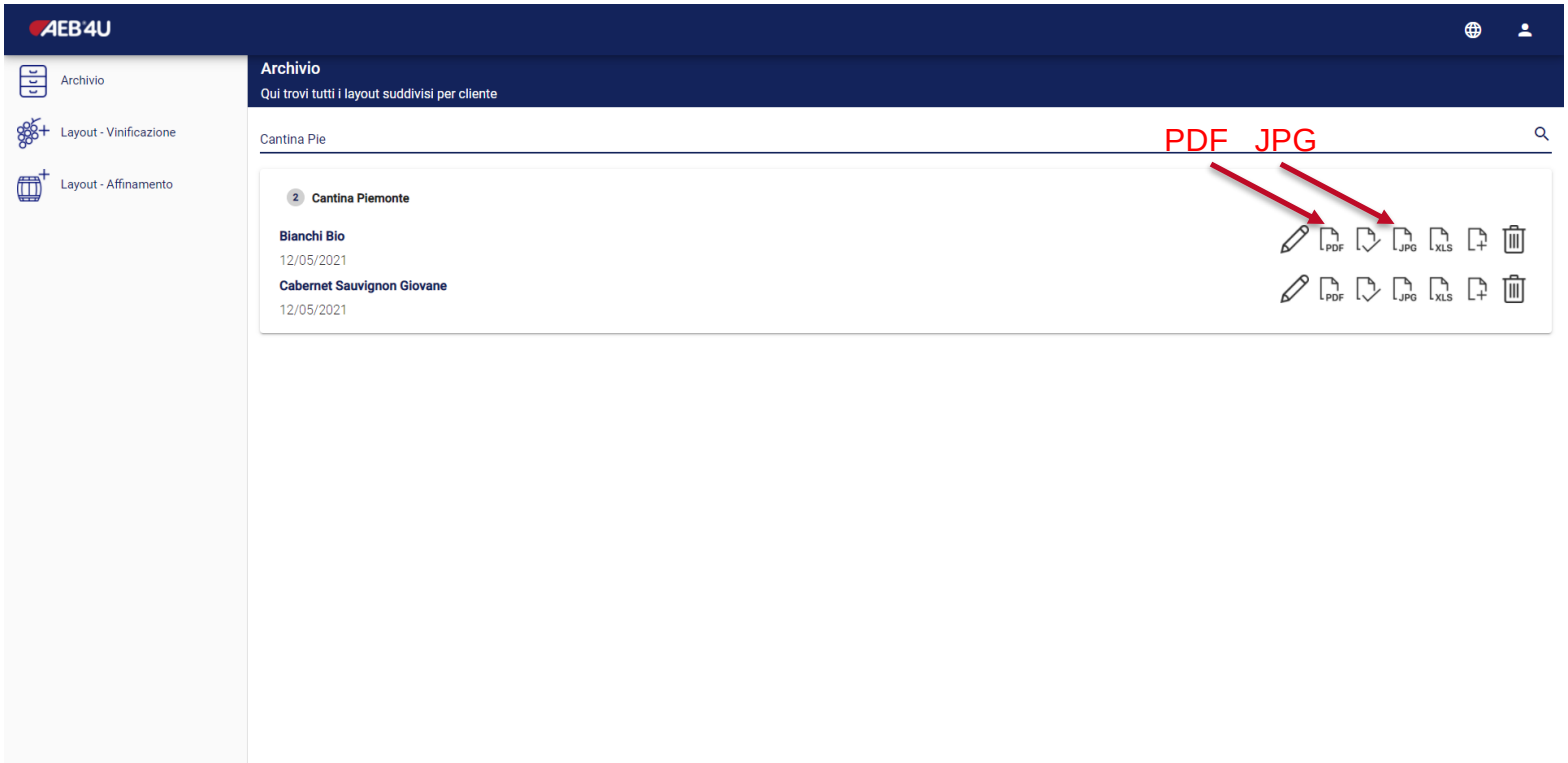
Once you have finished all the changes, **to have your layout updated according to the new changes**, you simply go to "**PDF Summary**" and once the layout is generated click on "**save**".

Don't worry if you see any blank spaces, they will be removed in the JPG (single A3 file) - in the PDF (A4) it will be on two sheets in case the layout is too long.



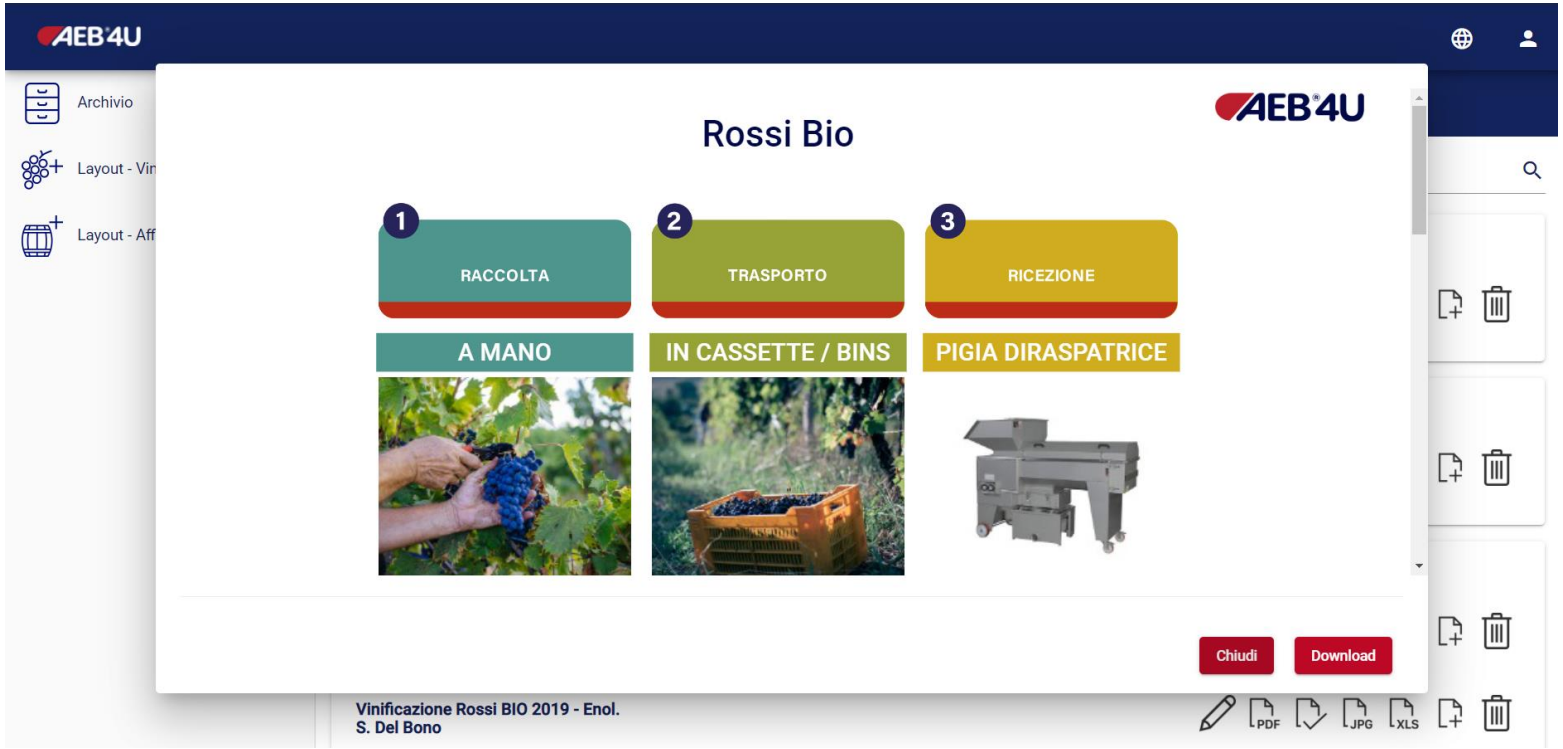
Print PDF & JPG layout

To print the layout, either in **PDF** or **JPG** version, **you must first download the file**. To download it, **just click** on one of the two **icons** and a popup will appear with a **preview** of the layout.



Layout print preview

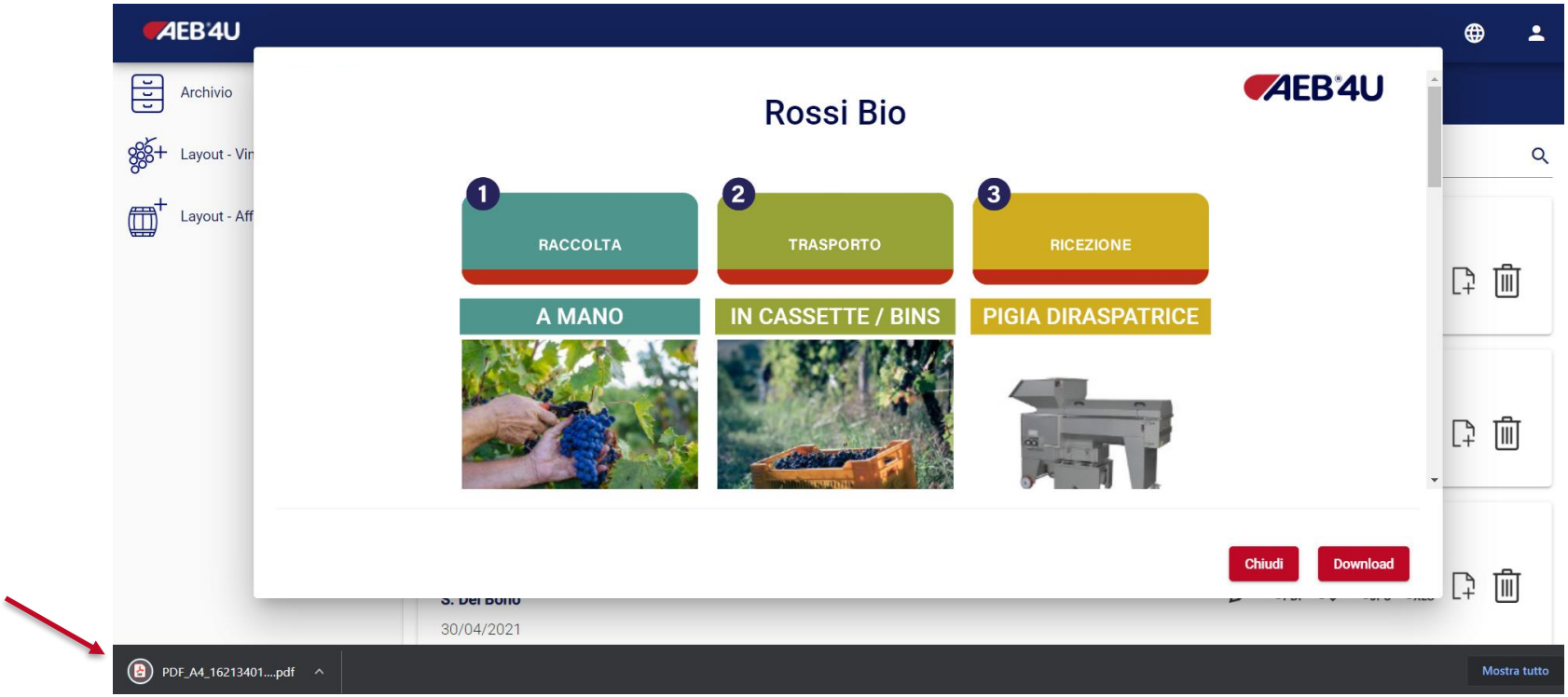
Once the **preview** is open you can view the layout you created and it will be downloadable by clicking on the "**Download**" button.



Download layout

Once you click "Download" you will find, **at the bottom left**, your **downloaded file** (see red arrow). To **open** the **file**, simply **double-click** on it.

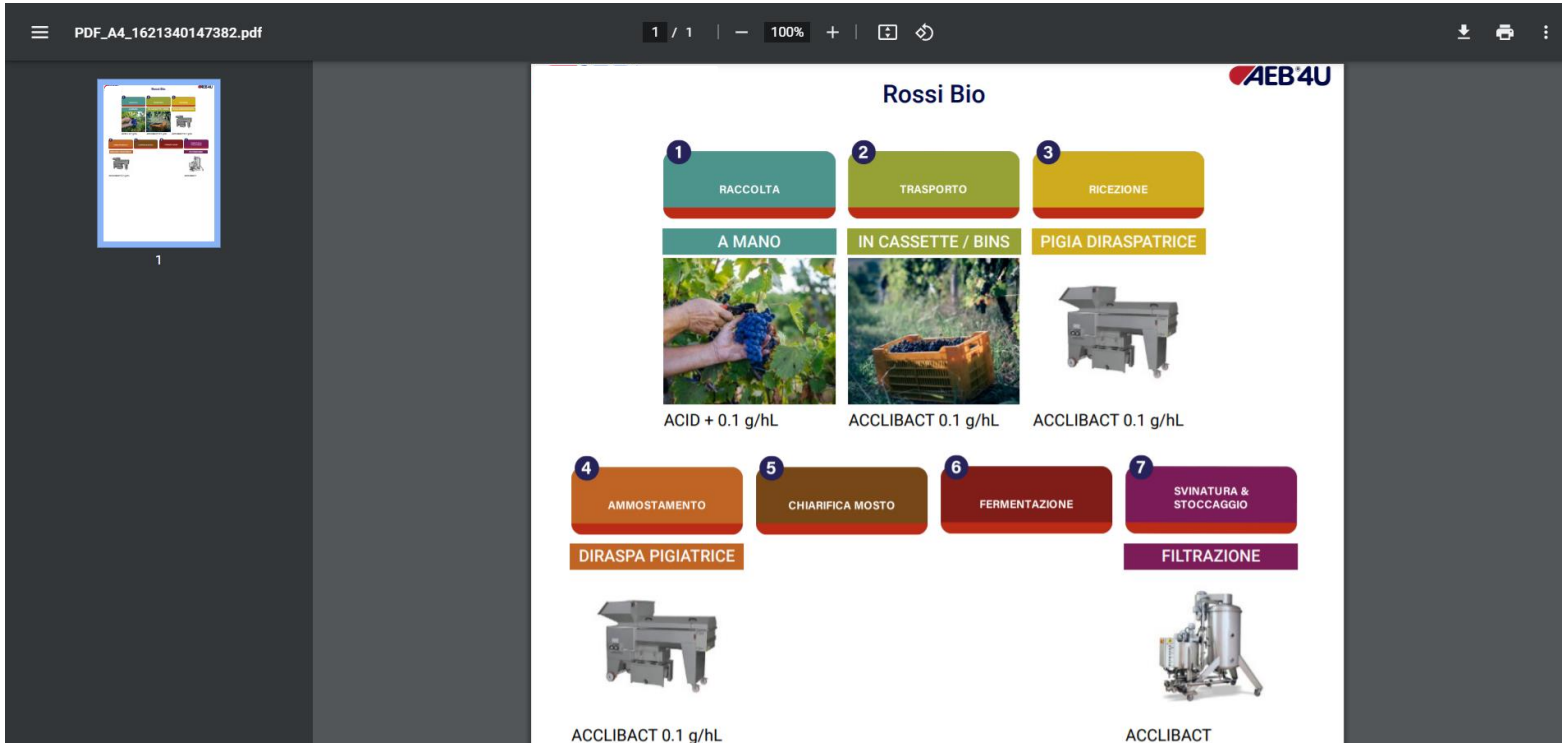
To find the file on your PC, go to the download folder.



Print A4 PDF

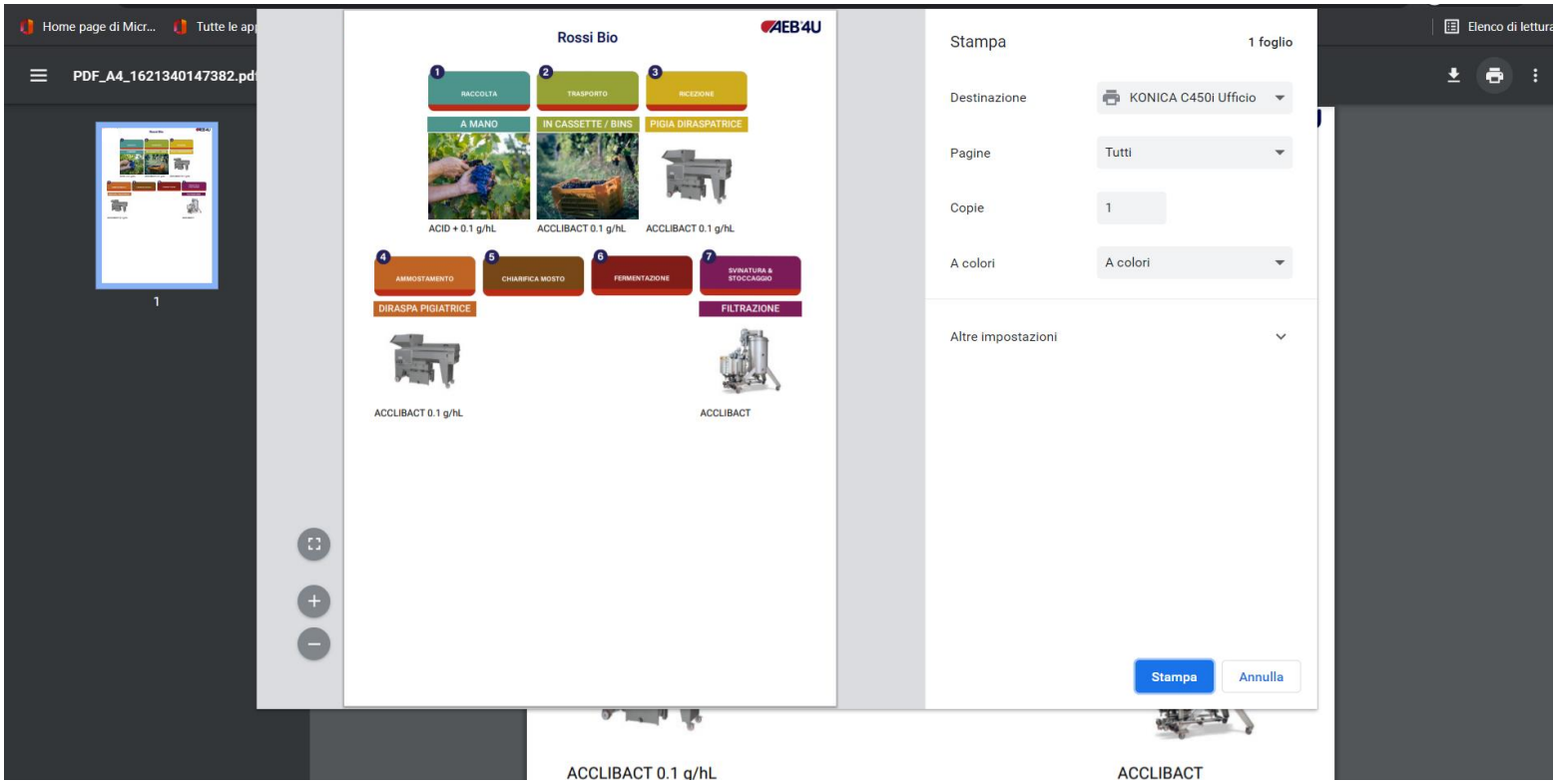
The **PDF** will be divided if the **layout is too long to fit on one page** - **the format cannot optimize the content for one page if it is too long.**

You will still be able to **print** the **PDF** in **A3** format even though it will **still be on two pages** (thanks to the print settings) but it will be optimized and resized.



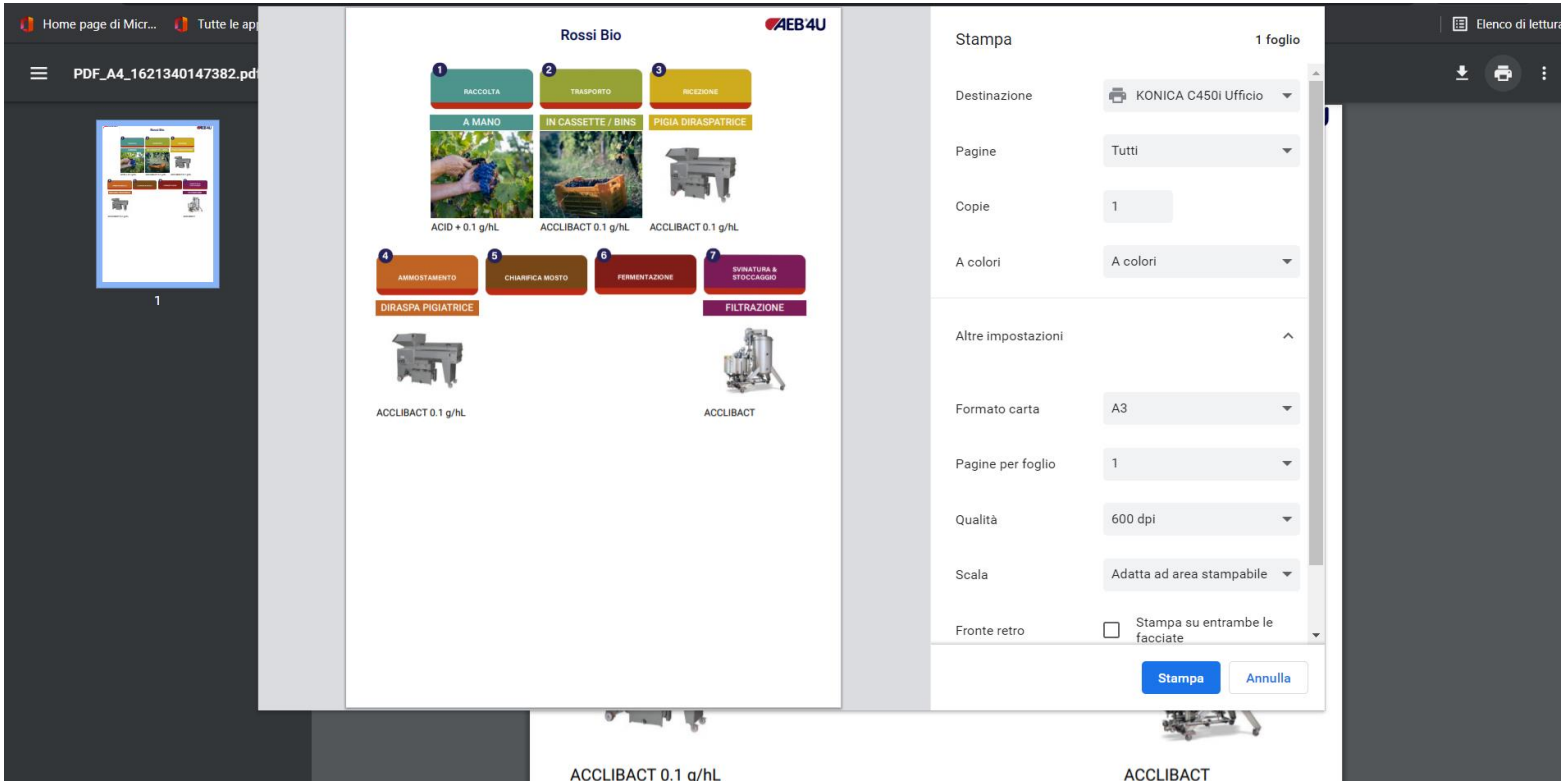
A4 PDF print preview

Once you have clicked on the print icon you will be able to **print** the **layout** and with the print settings, you will be able to **choose whether to print in color, front and back and the size** (for A3 size, see next slide).



Print PDF in A3

By going to **change the print settings**, we will be **able** to **print** the **PDF** in **A3**. Just click on "**More Settings**" and go to "**Paper Size**" and select "**A3 Size**" and to make the layout fit the page go to "**Scale**" and choose "**Fit to Printable Area**". Once the file has been prepared for printing, proceed to "**Print**".

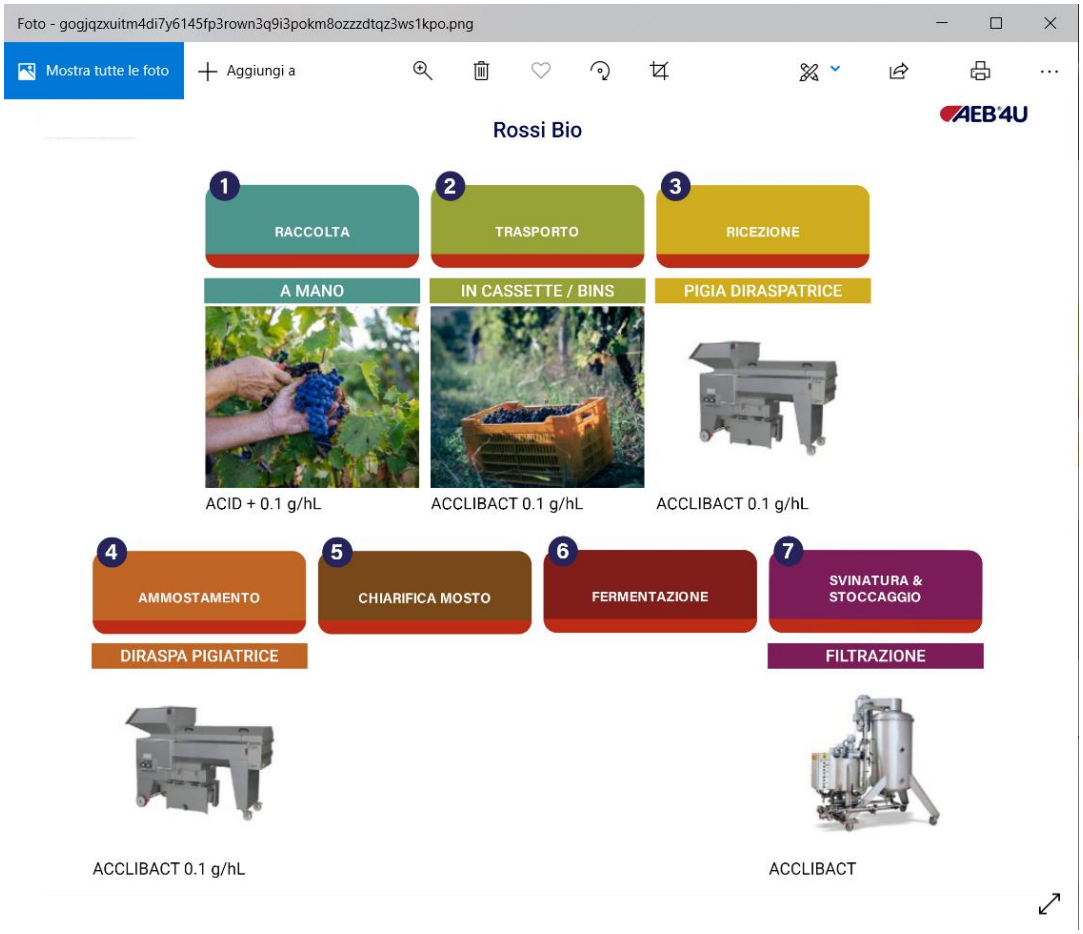


A3 JPG printing

As you can see from the adjacent image, the **JPG (A3) format will make the whole layout fit on one page**.

Attention: the longer the layout, the more it will be resized, i.e. the smaller it will be, to make it fit on one page - so **print as PDF if it is not readable and too small**.

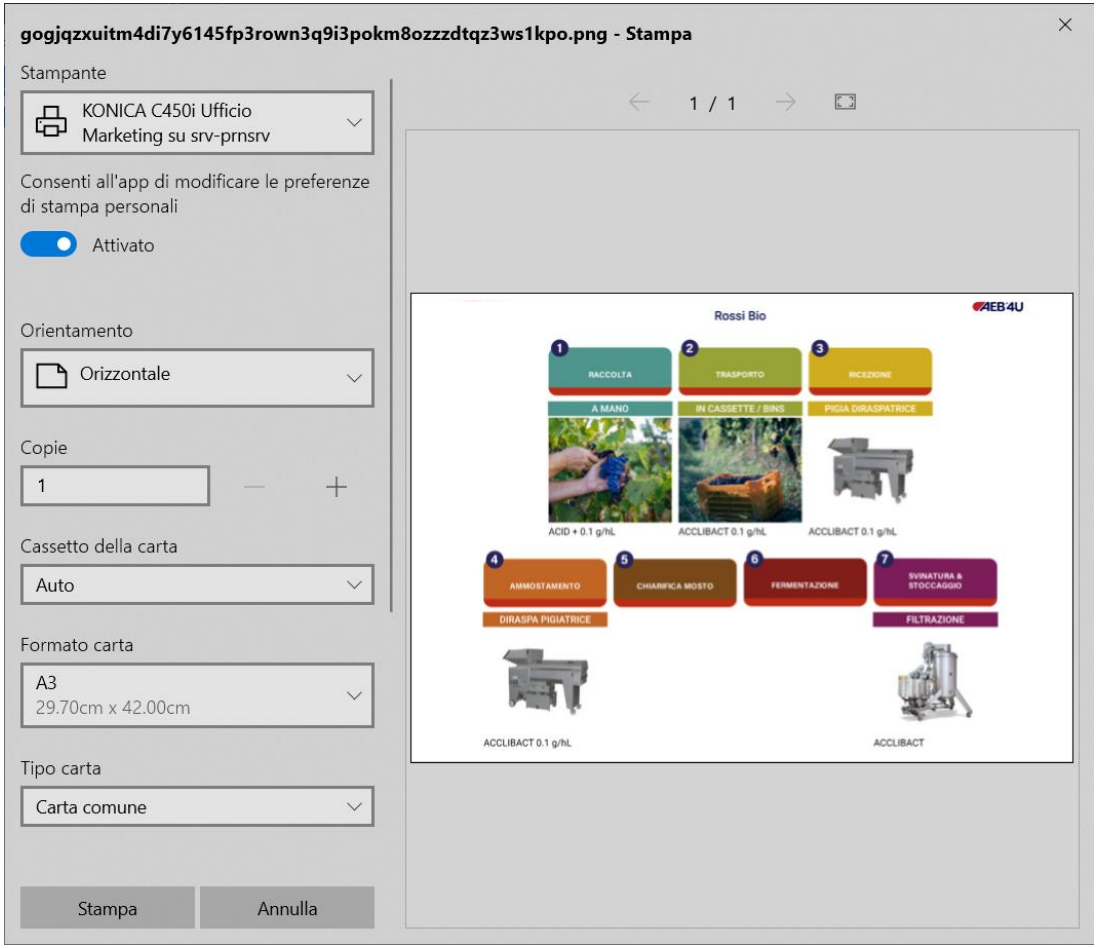
For procedures click on the printer icon.



A3 JPG print preview

Our **layout** is whole, adapted and on a **single page** - to print click on "Print" - check that "**Paper Size**" is set to "A3".

The JPG is also printable in A4 but to avoid it being unreadable (it will reduce the size of the layout to make it stay on one page), print in A3.
In case you see the cut layout in the preview, we recommend closing the popup and redoing the printing process.



AEB4U APP

Guide for update and optimization of previous layouts

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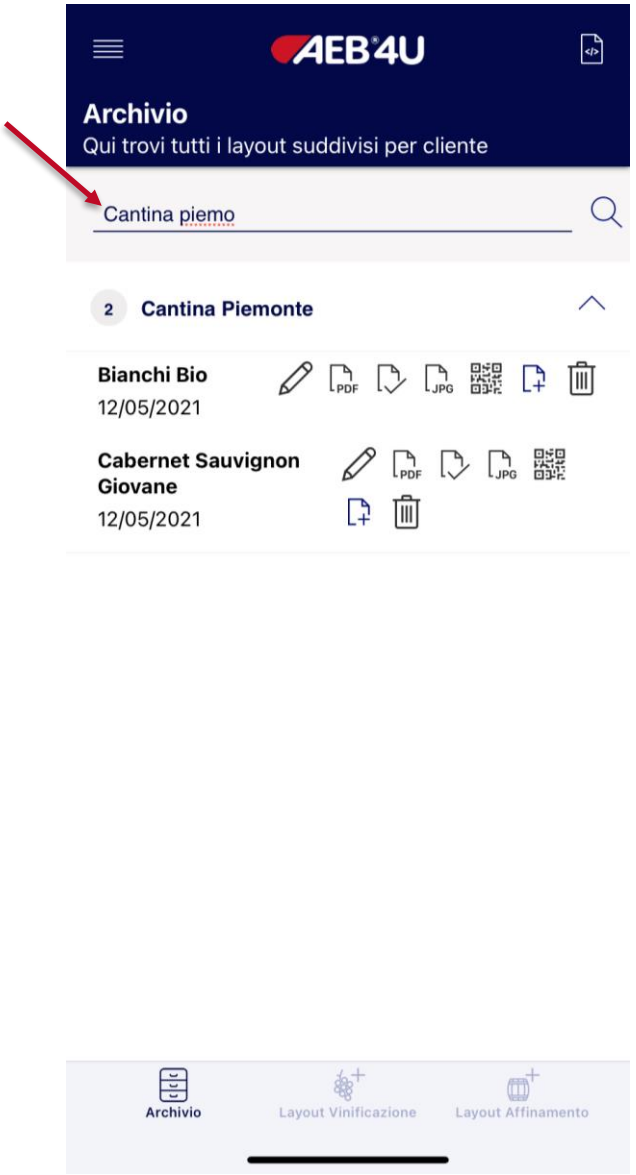
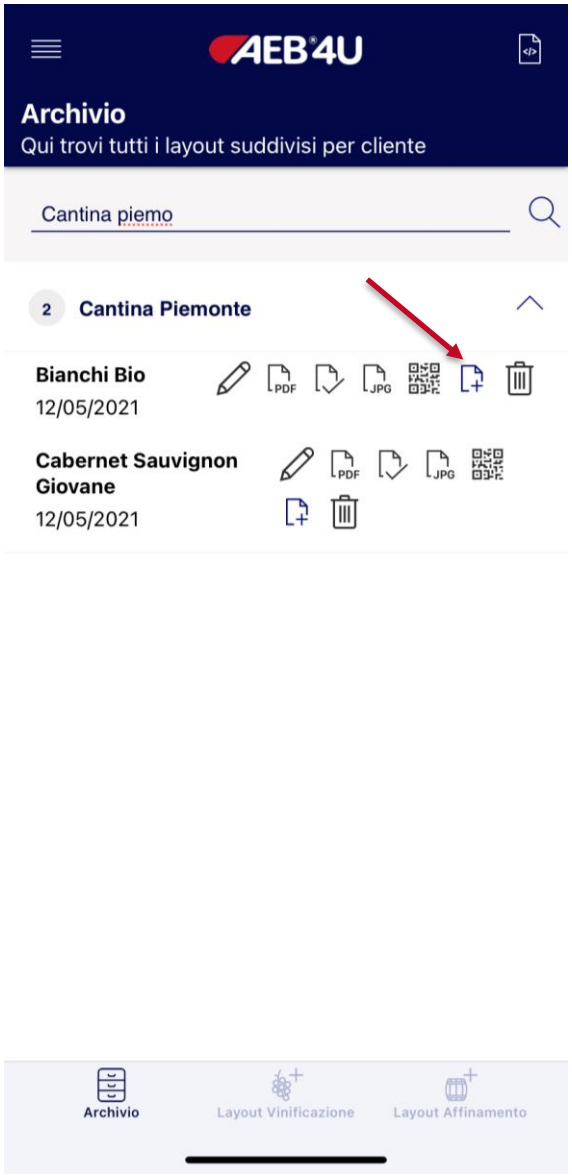
Search layouts

To carry out a search, you will have to **type** in the space provided (see red arrow) the t**ype of winemaking or the name of the client**. **The search is automatic** and, while you are typing, you will see the results.

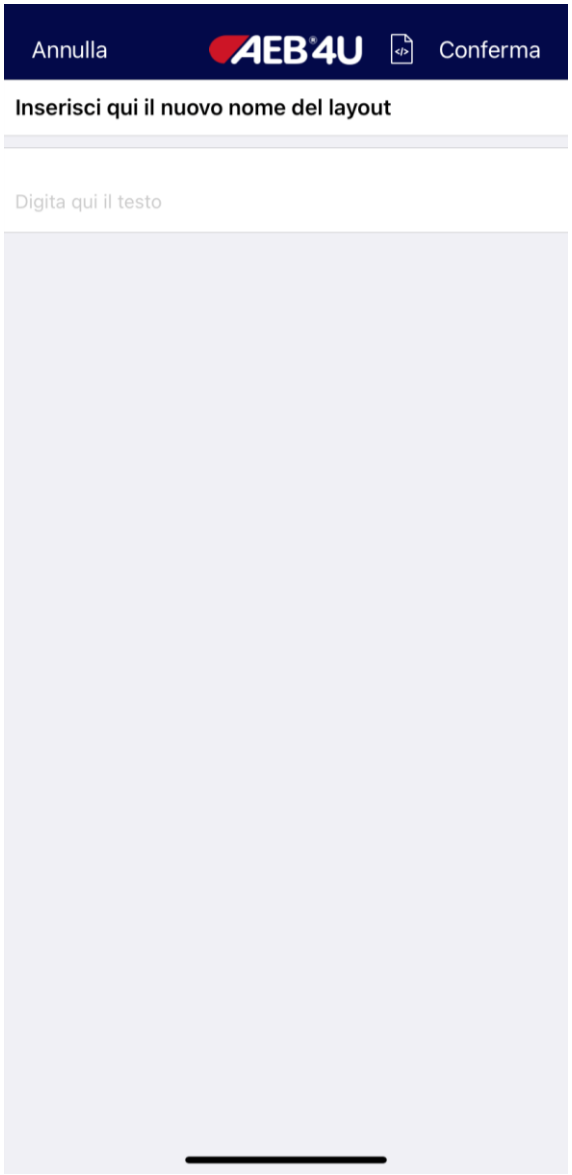


Duplication

Once you have found the layout you want to duplicate, **click on the penultimate icon** (red arrow).



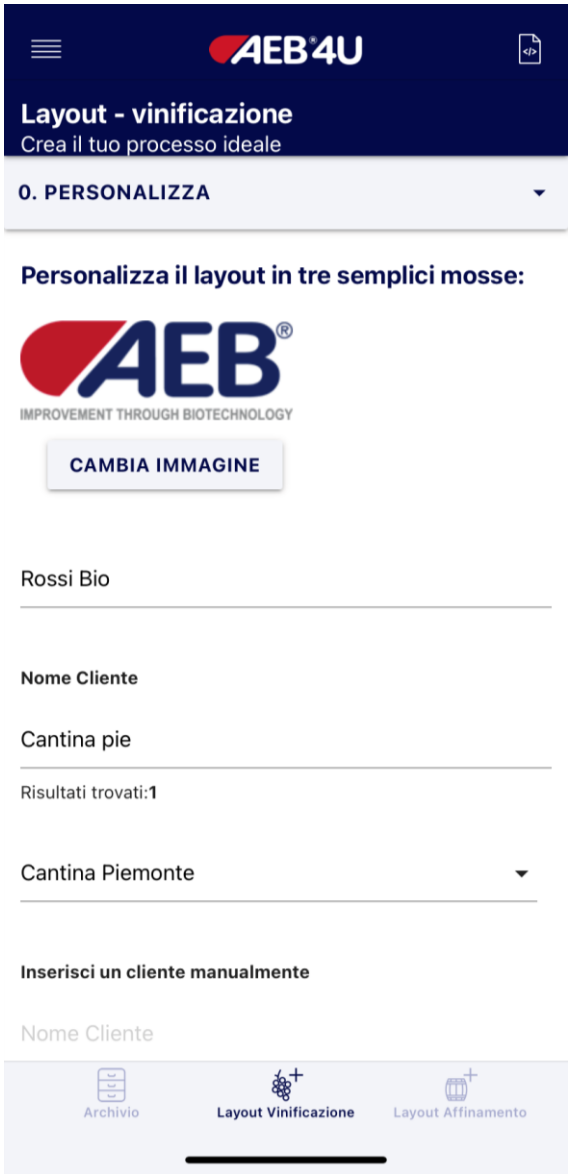
Rename new layout



Once you have clicked on duplicate, the system will ask you for the **new name of the layout** - **the new name will be visible immediately in the archives and within the layout itself.**
Once you have chosen the name, confirm the action by clicking on "**Confirm**", if you want to cancel the operation, click on "**Cancel**". Then you will have to search, thanks to the search bar, for your new duplicate layout.

Duplicate layout

When we go to edit our duplicate layout, we will find the **client logo** that was present in the other layout and the **new name** we assigned during the duplication. **The client will automatically be the one from which we duplicated the layout** but we can **reassign** our new layout to **another client** and **change** the **logo**.



AEB4U logo and customer logo - old layout

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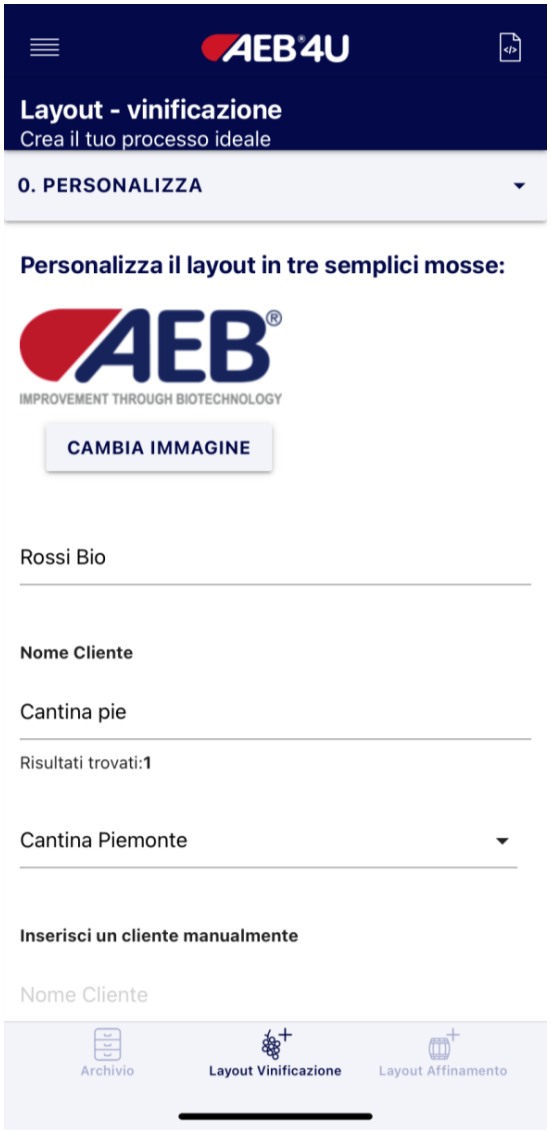
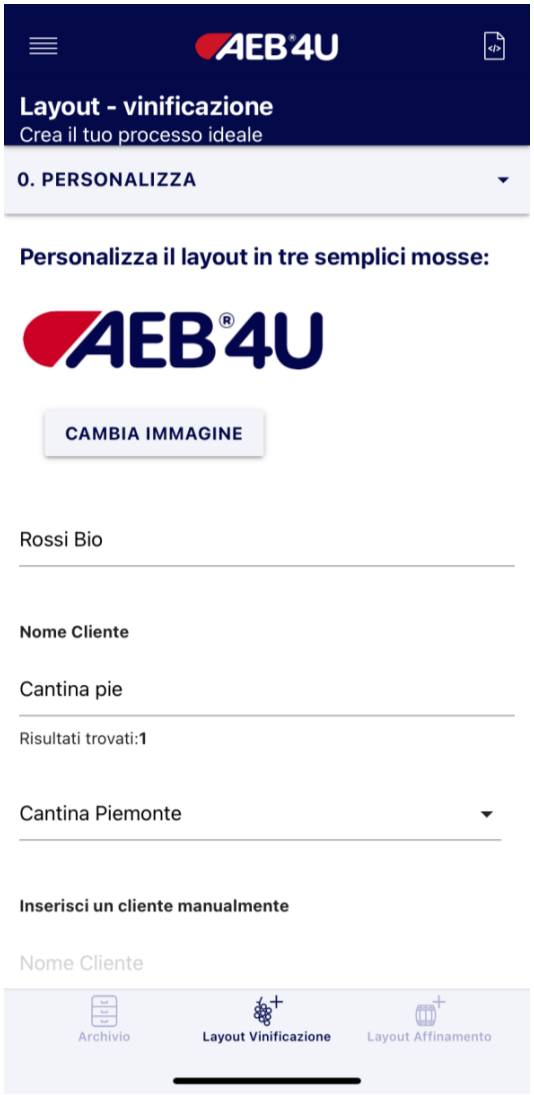


AEB4U logo and customer logo – new layout

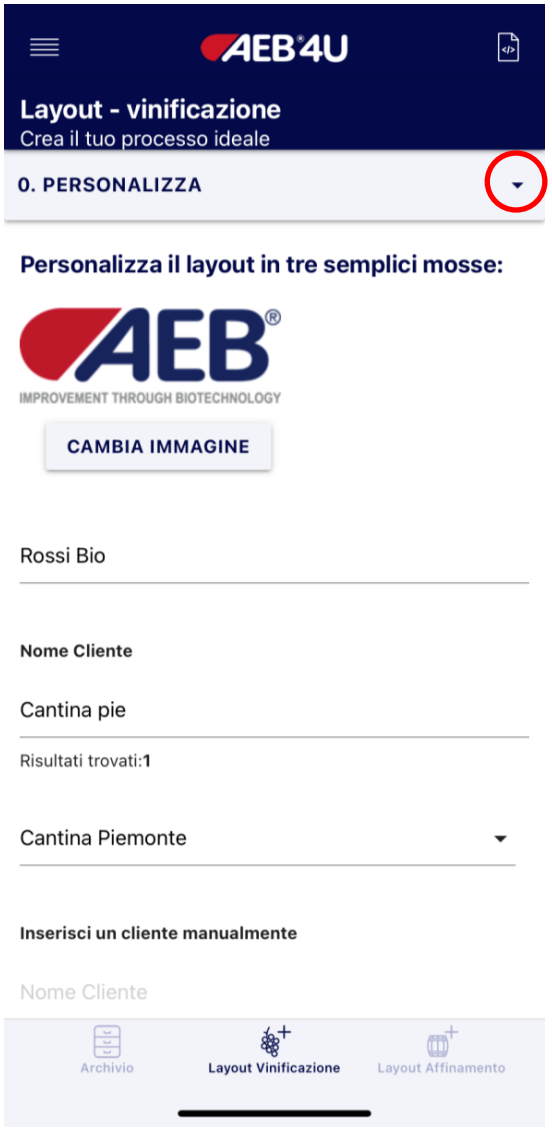
The **AEB4U logo is always present** in the layout at the top on the right - **the customer logo is** instead **editable** (first step of the protocol creation/editing): **if the customer logo is loaded, the logo will appear at the top on the left, if no logo is loaded, only the AEB4U logo will appear at the top on the right.**



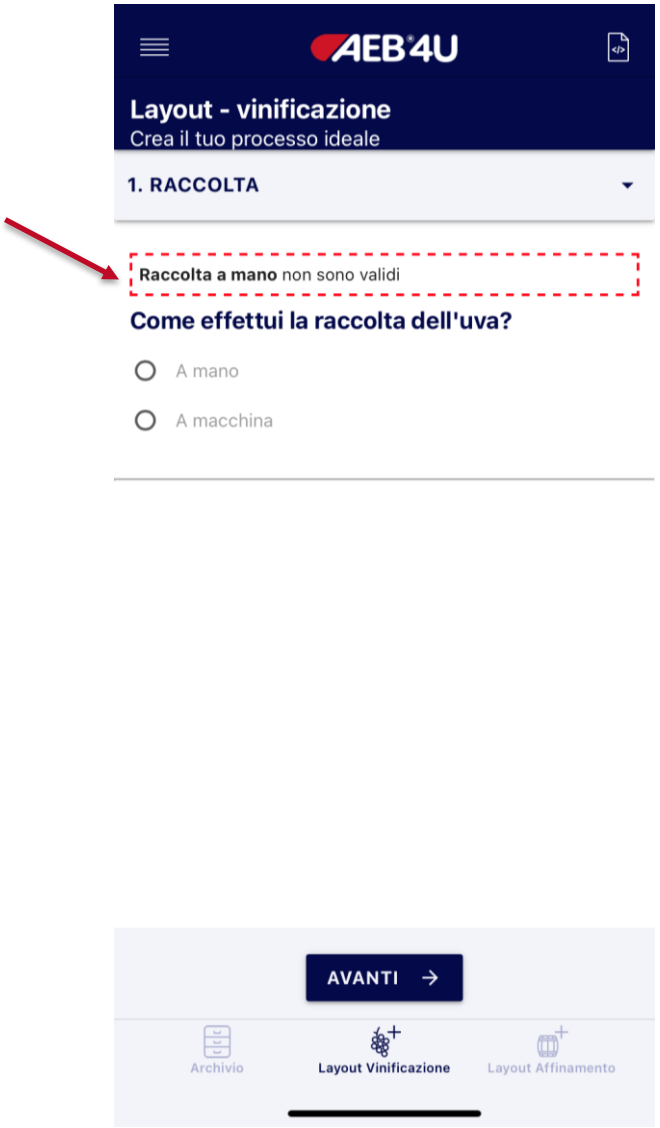
Information not present on the new layout template

To make sure that the new duplicated layout keeps all the information of the layout from which we duplicated it, at this stage, we have to click on the dropdown (red circle) and go directly to "PDF Summary" and save everything.

Doing so, all the information, previous phases and products and new modifications will be present on our layout.



Information not present on the new layout template



If this "error" is displayed, it means that there was information and/or products before and it was not possible to recover them.

Exit, if you want to recover the data, immediately from the modification process and do not save. Restart the whole modification process and see slide n° 26 in order not to lose the data.

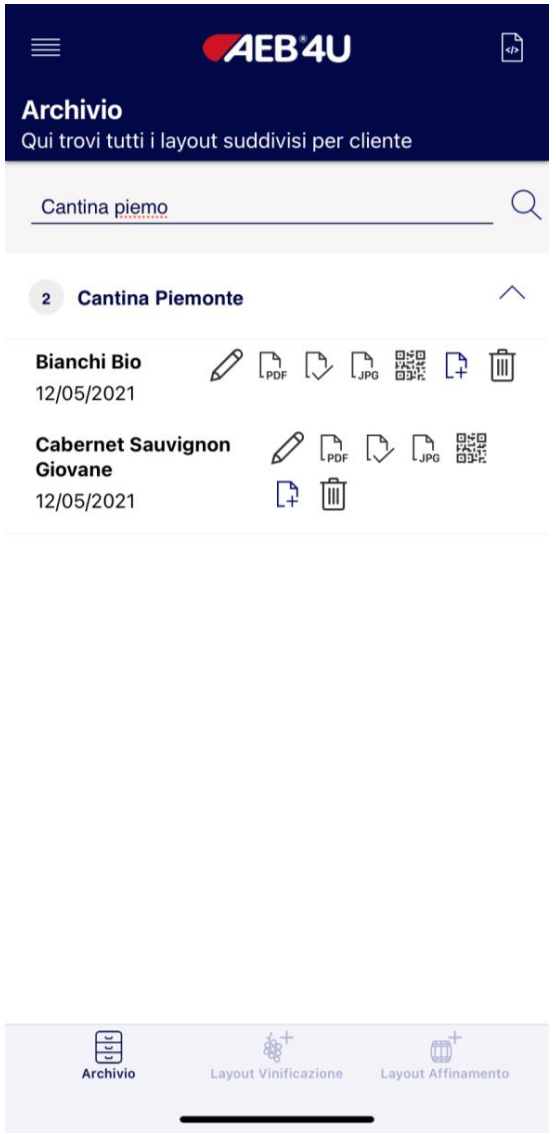
Layout saving

Once you have finished all the changes, to have your **layout updated according to the new changes**, you simply go to "**PDF Summary**" and once the layout is generated click on "**save**".

Don't worry if you see any blank spaces, they will be removed in the JPG (single A3 file) - in the PDF (A4) it will be on two sheets in case the layout is too long.

To save the operation **click on the last icon** on the top right (see arrow) - to **go back** "**<**".

Important: Changes to the new duplicate layout



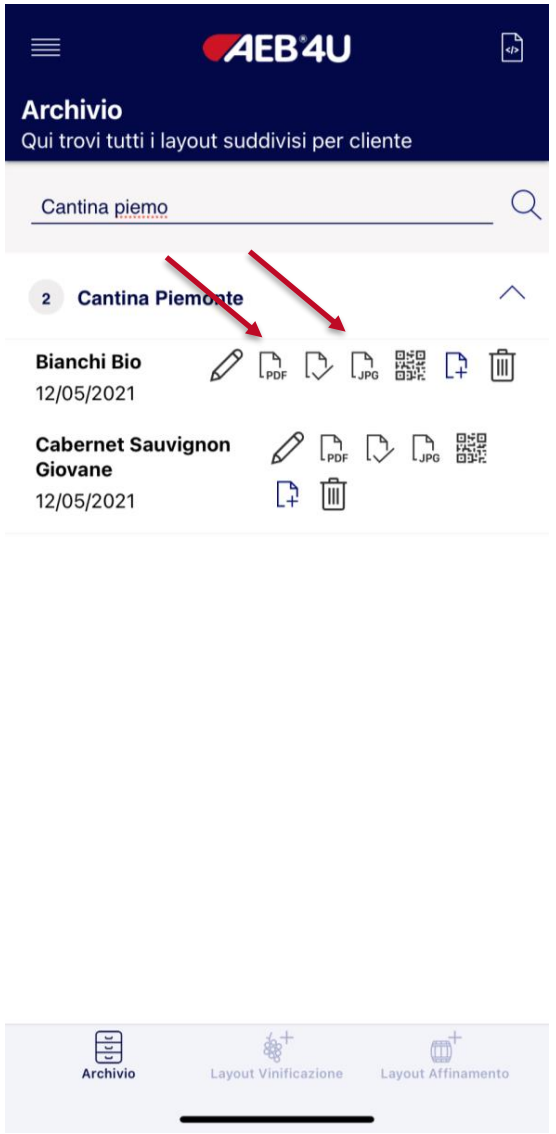
Once we have duplicated and saved our layout **we can share it and print it** with the new settings.

In order **to edit it, without losing the previous information, we will have to perform all the steps of duplication and saving from the desktop so that the system saves the old information as the new one and gives us the possibility to edit and update the information.**

Later, we will be able to modify our protocol also through the app.

Share and print PDF & JPG layout

To **print** or **share** the layout, either in **PDF** or **JPG** version, we **first need to click on the icons according to what type of format we choose**.

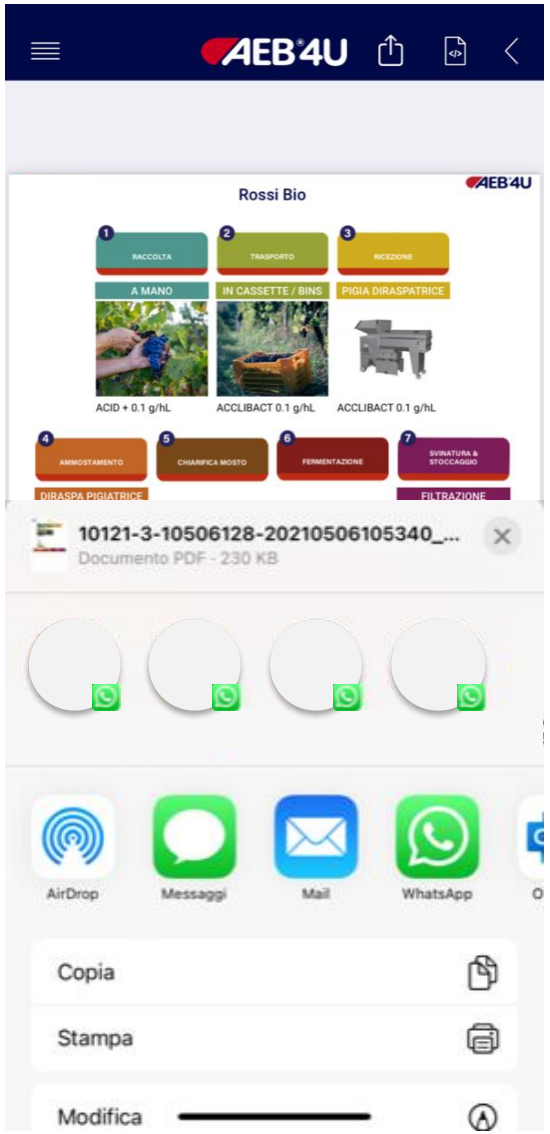


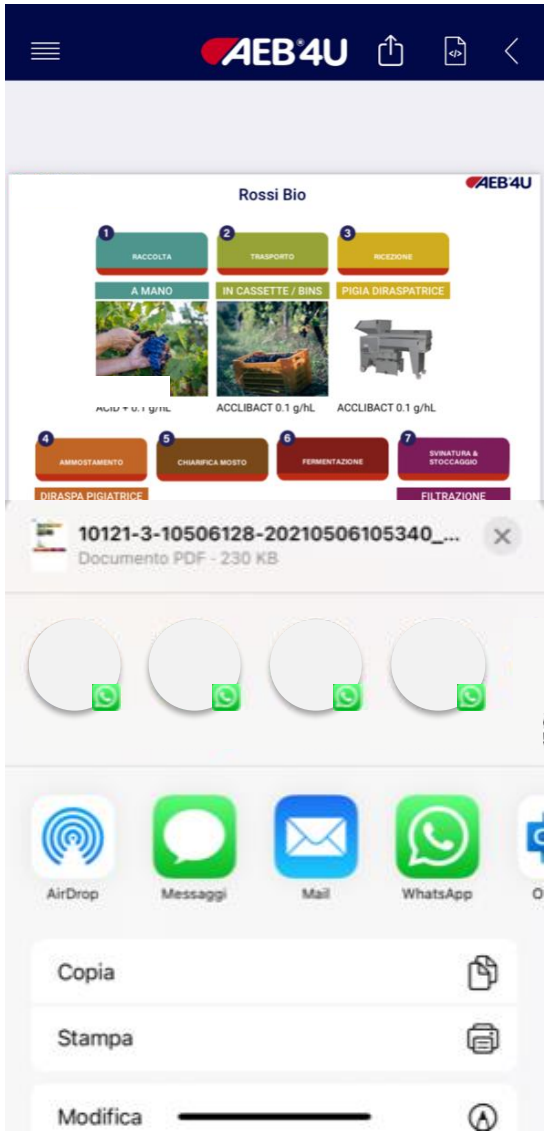
Sharing and printing layout preview

Once the **preview** is open you can view the layout you created and it will be **shareable** and **printable**: just press the circled icon (for PDF) or the icon indicated by the arrow (for JPG).

Sharing & printing layout

Once you have clicked on the share icon you will be able to **share the protocol** with What's App, Email, Messages, etc. as well as send it **to print** if you have a printer connected to your mobile device.



Sharing & printing layout

Once you have clicked on the share icon you will be able to **share the protocol** with What's App, Email, Messages, etc. as well as send it **to print** if you have a printer connected to your mobile device.