

*MarkLines Automotive Information Platform*

Product Spotlight Builder Users Manual

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## Product Spotlight Builder Users Manual

### **“Product Spotlight” Overview**

Our “Product Spotlight”, just one of the numerous services at MarkLines’, provides you with a unique opportunity to market your company’s parts/products in a most effective and striking format via the Internet. This service allows you to display your product marketing information, so you can start getting immediate exposure to hundreds of clients around the world. Your presentation will leave a lasting impact on your potential customers, and generate interest in your products that can result in increased sales.

When using MarkLines, you can count on the credibility of the person making inquiries to you, since only registered members of MarkLines (with known identities) can access your presentation. This key feature provides you with security and ease of mind, in addition to raising efficiency in the course of conducting your business.

Our “Product Spotlight” is sure to play a vital role in not only satisfying your business demands for increased market exposure, but also more importantly, the need to get customers through your door.

If you have any questions, or need technical or systems assistance, please contact MarkLines Customer Support Center at [support@marklines.com](mailto:support@marklines.com).

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### **Getting Started**

You can display your products to Marklines' members on our Product Spotlight after first creating what we call "Product Spotlight". To begin creating presentations, first click on the "Product Spotlight Builder" button found on the Marketing Tools on the left side of our homepage, and that will bring you to the login page.

After logging in with your Individual ID and Password, you next will be directed to the "Data Maintenance Login" Page. **As a further guarantee of maintaining tight security, the system requires that you enter your "Maintenance Password".**

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## 1 – Presentation Example Images

Your first step is to create a “Presentation Board” (as in the examples below) to be viewed on the Product Spotlight.



These images are for example purposes only. Please note that your actual presentation will differ from the above.

The procedures to prepare your product presentation can be found on the following pages.

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### **2 – Brief Overview for Setting Up “Product Spotlight”**

Our “Product Spotlight” is an on-line platform giving you the ability to display in real time marketing presentations you created for potential customers.

After you have completed the first step, which is creating a “Presentation Board” by easily filling in the user-friendly template, the next step is simply to upload that presentation onto our Product Spotlight for viewing.

The unique feature about our Product Spotlight is that it is designed to give you hands-on freedom to strategically select, on a one-to-one basis, those potential clients to whom you want to show your products. The Product Spotlight has boxes you choose in order to select which potential clients are allowed convenient access to browse our database to view your product presentations.

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### **3 – Description of Each Field**

Note: By default, any field left blank will not appear in the actual “Presentation Board” that is uploaded for viewing on the Product Spotlight. (This prevents too many blank fields from appearing without content.)

#### **FIELD NAME:**

##### **Part Number**

Enter the part number used in your company. (The part number will not be displayed on the actual screen when uploaded.) You may enter up to 15 characters.

##### **Part Name**

Enter name of the product. You may enter up to 100 letters. (Part name will be displayed.) (You may want to describe parts also by type, model, function, etc. As parts nomenclature differs among manufactures, MarkLines will incorporate similar wording so that the information gets properly registered in our database.)

##### **Part Classification**

Select a main category, second category, third category and sub component from the pull down menu and using the “Select” button. You can refer to the “Parts Classification Table” from the following page:  
[http://www.marklines.com/en/download/supplierdb/code\\_parts.pdf](http://www.marklines.com/en/download/supplierdb/code_parts.pdf)

Leave blank if you have no second category, third category, etc. to enter.

##### **Description**

Enter a description of the part. Write the most appealing features to highlight your product and differentiate it from the competition. Choose especially those features that you wish to give further details about under the category called “Details of Advantages” below. For example, “30% cost reduction compared to existing products.” (Your description can be maximum 1000 characters. Our search feature will read the first 100 characters when conducting a search; any hits will appear in search results screen.)

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### Parts Features

#### **Advantages of the Product**

Categorized by performance, quality, safety, amenity, design and others. Each category has further listings so you can choose the advantages that best describe the product (multiple choices possible).

#### **Features**

You can provide more details about the “Advantages” (up to 6) that you checked in the previous category Under “Product Advantages. You name the advantage and then write the highlights, best describing the features and value your product brings to customers.  
Title: Maximum 20 characters; Description: maximum 200 characters.

#### **Specifications/ Images**

You may display up to 4 images or diagrams of your part/product in the left-hand side. Write an appropriate caption or description up to 100 characters in the right-hand box of each field. Image specifications are:  
Each graphic image: File size 100 KB max.

<b>Graphic File Type</b>	<b>JPEG format only.</b>
<b>Graphic Size</b>	<b>250 × 250 pixel max.</b>
<b>Graphic File Size</b>	<b>100KB max.</b>

MarkLines will gladly assist you in creating/displaying an image if you need customized help. Please contact Customer Support at: [support@marklines.com](mailto:support@marklines.com)

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### Recommend Models

#### **Installed Models**

This allows you to name any car model/platform on which your product has already been installed or for which you have finalized an agreement to supply product. Enter the appropriate details (up to 200 characters). For example, include auto or parts manufacture name(s), model/platform(s), unit/part name.

#### **Recommended Application (Models)**

Make your selection from the pull-down menu.

#### **Recommended Application (Units)**

From the pull-down menu, select a unit or area where product is to be applied.

#### **Development Stage**

Select development/production status:

Concept Stage: Select if product is in concept stage  
Prototype/Testing Stage: Select if product is in prototype or testing stage.  
Mass-production Stage: Select if product is in full-scale mass production stage.

#### **Start of Mass Production**

Enter the date you started mass production of the product.  
Month/Year (Enter only if you wish to disclose this information.)

#### **Development Type**

Select either "Based on In-house Development" or "Based on Customer-Provided Specs and Drawings". If the part/product does not correspond to either format, enter "others."

**<<Based on In-house Development>> Means:** When the auto (or parts) maker proposes a simple layout and basic specifications, and your company made the detailed designs for the part/product.

**<<Based on Customer-Provided Specs and Drawings>> Means:** When auto (or parts) manufacture itself made the detailed designs and your company manufactures the part/product to those exact design/specifications.

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<b>Other Development Type</b>	Enter other particular types of development when neither of the two choices above in "Type of Development" apply.
<b>Applicable CAD</b>	Click the applicable CAD format check box that applies. -- If an applicable choice is not listed, please specify in "Other CAD" found in next line below.
<b>Other CAD</b>	Enter a CAD format, which is not listed in the items under "Applicable CAD" above.
<b>Applicable CAE</b>	Click the applicable CAE format check box that applies. -- If an applicable choice is not listed, please specify in "Other CAE" found in next line below.
<b>Other CAE</b>	Enter a CAE format which is not listed in the items under "Applicable CAE" above.
<b>Location of R&amp;D</b>	Select the location where Research & Development of the product was conducted.
<b>Location of Application Engineering</b>	Name the departments/sections or other (if different from the above R&D location) that contributed engineering specifications.
<b>Location of Detailed Design</b>	Name departments/sections or other that contributed detailed design.
<b>Location of Prototype</b>	Name departments/sections or other (both in-house and outsourced) that produced a prototype. If in-house please specify if the making of prototypes of any major component(s) was accomplished in-house as well.
<b>Testing Methods and Items</b>	List the type, level, and results of tests; plus evaluation methods that the facility utilizes.
<b>Patents</b>	List the number of patents granted to your company, with respect to this part/product. Details of patents and license-in-process patents may be listed or described.

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<b>Current Manufacturing Location</b>	List current production base(s).
<b>Distribution Center</b>	List distribution centers/sites.
<b>Other Possible Manufacturing Location</b>	Check the applicable box(s) for the region(s) where future production divisions are planned, including any facilities involving business alliances.
<b>Quality Certification</b>	Select all quality-related certifications that your company has achieved. If your company has achieved any other certification(s) not listed, please specify under <b>“Other Quality Certification”</b> below in the next line
<b>Environmental Certification</b>	Indicate if your company has achieved ISO 14001 certification. Also, if your company has achieved any other environmental-related certification(s), please specify under <b>“Other Environmental Certification”</b> below in the next line.
<b>Technology Tie-ups</b>	Specify any technology alliance(s) that may apply to your product. Include any contract details such as partner name, technological details, contract period.
<b>Others</b>	Any further noteworthy points or items of importance to customers may be mentioned here. (4 items: “Title” up to 20 characters, “Description” up to 100 characters.)
<b>Link to Website</b>	In this area, you can create up to 5 direct links to your website. For example, one link to your top homepage, another to your products page or to a page written in other than English. Under “Title” enter a description like “Our Homepage” or “Products Page”. Under “URL” enter ONLY the URL starting from http:// (or) www, for example.

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### Contact Person

Up to 10 persons may be entered to whom customers can contact via e-mail about your products.

1. **Name:** Name of person to contact.
2. **Office or Department:** Name of department/section of contact person.
3. **E-mail:** Contact person's E-Mail address.
4. **Comment:** Any particular item of useful information to help persons who wish to make contact.

### Phone or Facsimile

List a phone/fax number, department, etc. of contact person for inquiries regarding products. Up to 250 characters can be entered.

### Thumbnail Image

In addition to the part/product name, which will be displayed on the "search results page", a thumbnail (small photo) may be displayed also.

-- Displayable graphic file type is listed below.

-- MarkLines will provide consultation on proofing of graphic files.

<b>Graphic File Type</b>	<b>JPEG format only.</b>
<b>Graphic Size</b>	<b>90 × 90 pixel max.</b>
<b>File Size</b>	<b>15 KB max.</b>

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### 4-- Creating a New Presentation Board: “Create” Function

#### << Create >>

1. Click the “**Create**” button at the top of the “**Data Maintenance**” screen.
2. In the form, enter the details and information regarding the part you wish to present. You can get detailed instructions as to how to enter information by referring to pages 7-12 in this One-to-One Presentation Board & Presentation Board Guidelines.
3. After you fill in the necessary items, click the “**OK**” button. On the next screen, please confirm the details displayed. If the content is satisfactory and you want to upload that presentation material after reviewing it, click the “**Next**” button. If you want to modify the material before uploading it, click the “**Modify**” button, and you will be returned to the “**Creation of Updating of Product Information**” screen. If you wish to save the material before modifying or uploading it, click the “**Save Temporarily**” button. Your presentation will be saved. If you wish to modify or upload your presentation, please select the product name on the Data Maintenance page. You will be taken to the “**Creation of Updating of Product Information**” screen.
4. If you click the “**Next**” button, you will be taken to the “**Setting of Upload Period**” screen. Please enter the period of time that you want your Product Presentation to be uploaded and click the “**Next**” button.
5. On the next page, you will be asked if you wish to selectively designate which companies will be able to view your presentation. If you wish to select companies, please check “**Yes**” then click the “**Next**” button.  
(Please proceed to Guideline – 6)  
If you wish your presentation to be viewed by anyone viewing MarkLines website, please choose “**No**” then click the “**Next**” button.  
(Please proceed to Guideline – 11)

On the next page, you can choose either selecting company to show your presentation newly or selecting company from among the companies previously selected to view presentations or receive Opt-in Mails during the past year.

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6. If you choose to select company newly, please check “**YES**”, then click the “**Next**” button. You can choose company(s) by their industry or products.  
(Please proceed to Guideline – 7)  
If you choose to select from among the companies previously selected, please check “**No**”, then click the “**Next**” button.  
(Please proceed to Guideline – 9)
7. Please select the type of Industry then click “Next” button. For parts suppliers and materials suppliers, you can narrow down their products by checking “Select by product”.  
If you do not select any industries, all types of industry will be selected.  
  
On the next screen, you can further narrow down the target company(s).
8. All the appropriate companies are initially checked. Please de-select the company(s) you wish to delete such as competitors then click the “**Next**” button.  
(Note: Only the companies appropriate to the selected conditions are listed)
9. Please select the Product Name/Title to refer from the list then click the “**Next**” button. On the next screen, all the companies will be displayed with the past selected company(s) checked.
10. All the companies will be displayed. The company(s) selected in the past is initially checked. If you wish to add the company(s) to show your presentation, please check the target company(s). If you wish to delete the company(s), please de-check the company(s) then click the “**Next**” button.
11. On the next screen, please confirm the selected conditions. Please click the “**Next**” button if the selected conditions are okay. Please click the “**Modify \*\*\*\*\* (Go back to Step \*)**” button if you wish to make changes to each of the selected conditions. If you click the “Back” button, you’ll be taken to the previous “**Company Selection**” page.
12. Completed.

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### 5—Making Use of the “Create newly from the created presentation in the past” Function

This handy feature simplifies the need for having to re-enter identical information over and over each time you create an individual part for presentation.

#### << Create newly from the created presentation in the past >>

1. After you have created and uploaded a product presentation, you can go to the “**Data Maintenance**” screen and click on the “**Similar parts are made based on this data.**” link located under the target parts/product name to easily make a copy of that presentation.
2. On the next screen, you can edit the content as applicable.  
(Please refer to the procedure 3 on the page 13 for further procedure.)

### 6—Making Use of the “Modify” Function

#### << Modify >>

1. After you have created and uploaded a product presentation, you can go to the “**Data Maintenance**” screen and click the parts/product name that you wish to modify. On the next page you can modify the content as you wish.  
(Please refer to the procedure 3 on the page 13 for further procedure.)

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### 7—Making Use of the “Delete” Function

#### << Delete >>

1. After you have created and uploaded a product presentation, you can go to the “**Data Maintenance**” screen and click the parts/product name that you wish to delete.
2. On the next page, please click the “**Delete**” button at the upper-right corner of the screen. A pop-up window will be displayed asking if it’s OK to delete this presentation information. Please click “OK” button if you wish to delete, please click “Cancel” button if you do not wish to delete.
3. If you click “OK” button, the presentation will be deleted and you will be taken to the the “**Data Maintenance**” screen.

### Contact Us

Please contact us if you have any questions or need further information regarding our One-to-One Presentation Board, Presentation Board, or any other MarkLines’ services.

MarkLines Co., Ltd. Support Center

Phone                    **+81-3-5114-8717**  
Fax                       **+81-3-5114-8715**  
Contact by E-mail    [support@marklines.com](mailto:support@marklines.com)

Our phone lines are open Monday to Friday from 9am to 6pm (Japan Time),  
except on Japanese national holidays.