Briefing document outlining E-Channel technological model for participants

Contents

1. Consultancy model: including the use of the E-Channel Data Management Control Platform (DMCP)

"How we will work with and support E-Channel participant SMEs."

A six-point consultancy model for SMEs including their use of the DMCP:

1. Review Company's appetite and skills for New Market Entry - part of the sign-up procedure, with key relevant information recorded using a standard template (linked to E-Channel criteria)

2. Undertake company assessment and complete first training / consultancy session which is generic and acts as an overview. This can be delivered to a group of SMEs or in a 1:1 meeting.
(linked to E-Channel initial SME presentation on market attractiveness, the ansoff matrix, the marketing funnel)

3. If SME signs up, then on-boarding begins and SME enters the "getting ready for new markets" programme as part of the SME Journey:

   a. Review Existing Product Strategy
   b. Review Existing Products
   c. Review Existing Supply Chain Strategy
   d. Review Existing Customer Segmentation Policy
   e. Review Existing Marketing Strategy of Products to Customer
   f. Review New Supply Chain Strategy

4. On completion of stage 3. and a new market is identified, then the SME starts the active phase where they complete the necessary steps with the Launchpad account manager acting as a mentor:

   a. SME creates new market inventory
   b. SME creates new market marketing campaigns
   c. SME enters new market

5. If the SME uses Google Analytics they can then use the DMCP as a data guide.

6. Once the consultancy has been completed and the SME is effectively using the DMCP then the Launchpad will conduct regular evaluations of the activities of the SME. In some cases, this might involve reaffirming some of the earlier consultation but in most cases, it will involve regular help on how to interpret the data being presented.

Consultation period:	1 month
DMCP data gathering period:	3 months
SME Evaluation period:	<6 months
Continued use of the DMCP:	to end of E-Channel Interreg project
Post project engagement:	in line with project sustainability plans

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2. The Launchpad set up

The Launchpads should be set up as soon as the marketing begins; with the staff ready to 'on-board' SMEs and take them through the consultancy model.

The Launchpad Manager will require:

- a dedicated phone line and email address linked to the project to work with SMEs undertaking the consultancy as part of E-Channel

- access to an Interreg branded private office to take SMEs through their E-Channel journey when they visit the Launchpad

- understanding of the fundamentals of marketing, products and customers and understand e-commerce data relating to those issues

- where necessary, liaise with the other Launchpad manager using 'snapshot' on any issues relevant to new market entry or cross border operational or cultural questions

3. The E-Channel Data Management Control Platform (DMCP)

The DMCP is a process that focuses on the regular and effective review of essential data to assist SMES to assess the effectiveness of their e-commerce focused market entry. It is a flexible process showing what data to check, when to check it and how to organise those checks to make improved future decisions.

The repository contains tools and code developed for the project that will facilitate both the B2B and B2C DMCP process that project participants will undertake. The repository will be made available on both of the project's Launchpad's websites and made available to project participants through the consultancy journey. In Summary, this will be a repository of tools advice and wizards for participants containing:

- an interactive B2C interface focusing on inventory control, marketing, business growth and costing for new market entry and success. This is being largely developed by Vertical Plus with Soledis in support.

- published new "connector" tools focusing on data connections needed in B2B models which project participants will be able to download from the DMCP repository.

- new Google Data Studio sheets developed for the B2B market by Soledis and to be made available to project participants via the repository.

- A number of wizards, guidelines and documents containing advice about the DMCP process.

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A suitable platform for the repository has been identified as Wordpress and this will act as both the information hub for potential project participants as well as the vehicle by which participants are signed up to the project and by which they access or download project tools, advice, wizards and through which they access the interactive B2C interface.

4. Key next steps - implementations in Project Period 2

1. Vertical Plus will consult in more depth with Soledis about the details of the B2B solution and Prestashop, and take steps to implement a version of the model in the UK.

2. Vertical Plus will work with Soledis relating to ROI on a B2C solution and will arrange a consultancy session with Soledis in Period 2 when the interactive B2C interface is finished.

3. Soledis has focused its technological development on open source solutions, in the frame of its current position as a leading agency providing B2B e-commerce, Prestashop / Talend. The added-value services have been tuned so as to support the B2B DMCP process. Additional SAAS services complete the B2B approach. Soledis has implemented a 1st version of the B2B DMCP process on this basis, with a Prestashop / Google Data Studio (GDS) connector, as well as ERP / GDS connectors. These connectors allow for control of business activity in real time with an easy to understand data visualization, from all capable data (inventory, orders per source, etc).

4. The link between the B2B DMCP process and the B2C DMCP process will be brought together through the repository. The use and implementation of the DMCP process with SMES will be carefully controlled through consultancy as these processes will be complex and specific to each SME.