



# 101 Basic : Digital Catalog

Getting Started Workshop



# Agenda

<b>Topic</b>	
<b><u>Digital Catalog Process Overview</u></b>	
<b><u>Where Does the Data Come From?</u></b>	
<b><u>Demonstration (Log in and Practice!)</u></b>	
<ul style="list-style-type: none"><li>• How to Log in</li><li>• Creating Lists</li></ul>	<ul style="list-style-type: none"><li>• Filter and Search Functions</li></ul>
<ul style="list-style-type: none"><li>• Customizing Branding/Colors and Logos (Admins Only)</li></ul>	<ul style="list-style-type: none"><li>• Downloading PDP and Excel</li></ul>
<ul style="list-style-type: none"><li>• Studio Editor – Template Creator (Admins Only)</li></ul>	<ul style="list-style-type: none"><li>• Metrics</li></ul>
<ul style="list-style-type: none"><li>• Public Lists and Catalogs and URLs for Product Data Pages</li></ul>	<ul style="list-style-type: none"><li>• User Roles</li><li>• List Sharing and Notifications</li></ul>
<b><u>Q&amp;A Session</u></b>	



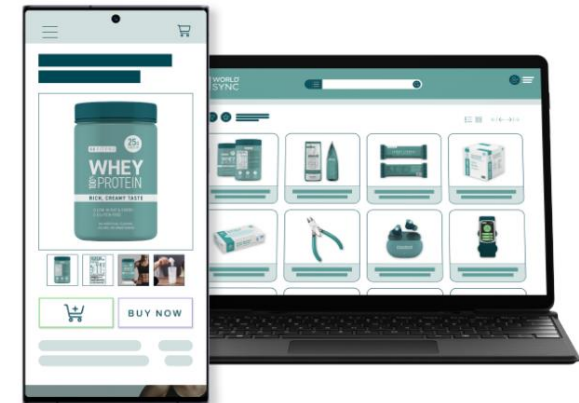
# The Valuable Benefits of Digital Catalog

Leverage your existing product content within **ITEM MANAGEMENT**

DIGITAL CATALOG

## Empower Your Sales and Marketing Efforts

Eliminate manual entry and updates so that your teams and prospects always have your current product offering.



### Leverage Your Trusted Content

Ensure your internal teams and customers have the most accurate, brand-verified product content.



### Publish and Share in PDF Format

Automatically generate product detail pages or one-page Sales Slicks to share with your customers.



### Sales Enablement

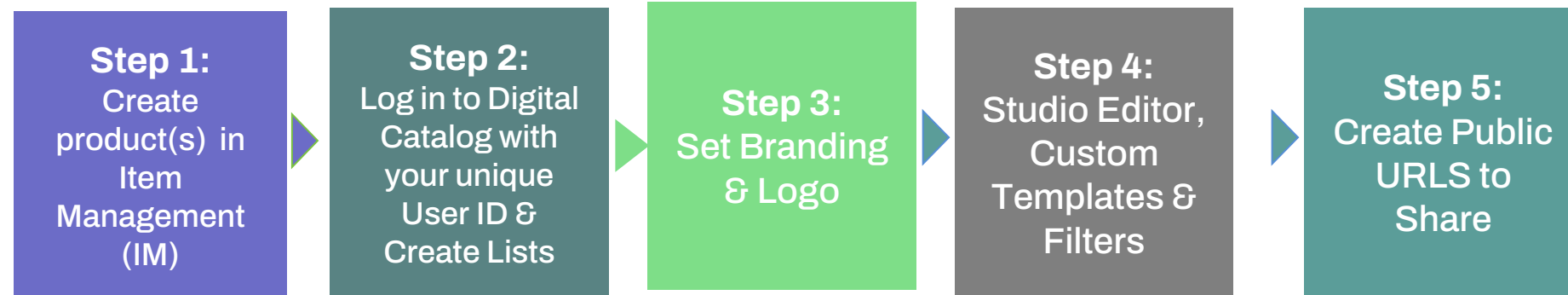
Unlock digitized product content for your internal teams to accurately represent up-to-date item assortments.



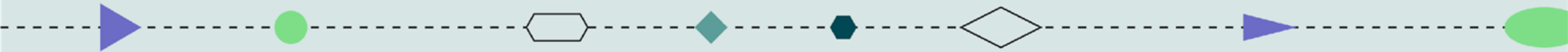
### Product Discovery

Present your full product assortment to your trading partners so they can discover new products.

# Digital Catalog Process Overview

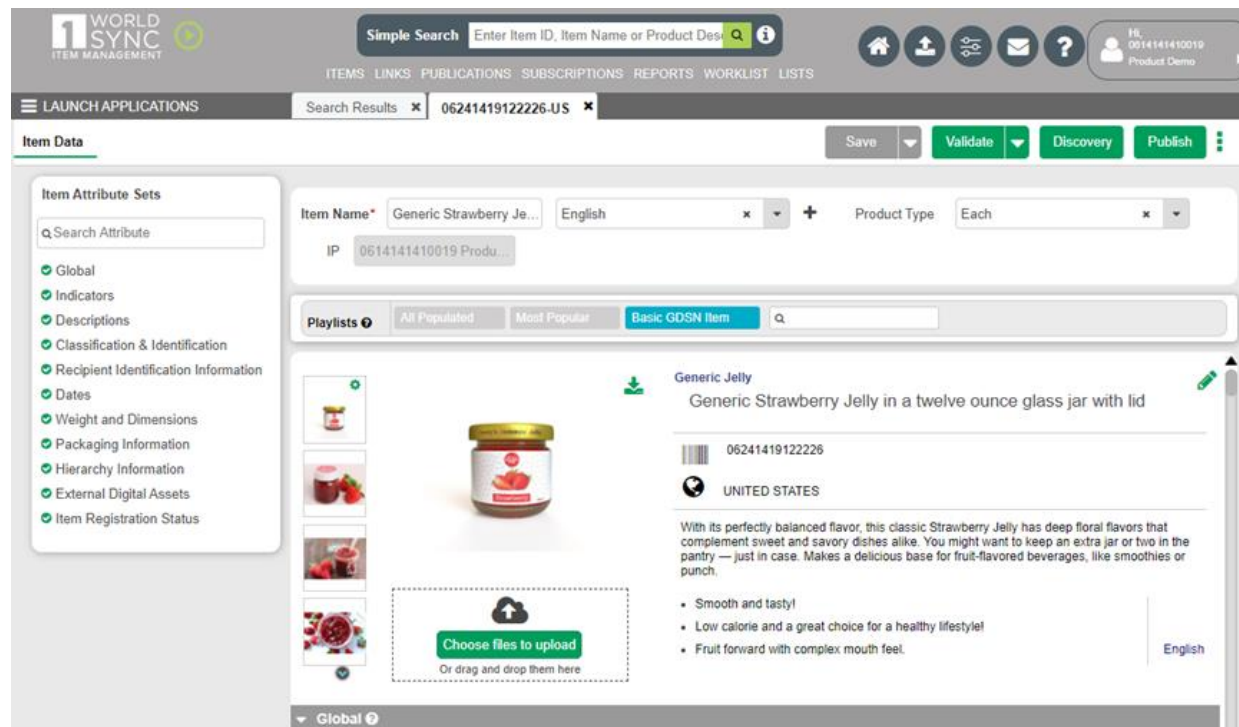


- Set Branding and Filters
- Build Your Templates
- Creating Lists (Manual Add or Auto Add to List)
  - Viewing Product Detail Page (PDP) PDFs and Excel Exports
- Created by User Roles: Admin, User Only
- Can be viewed by List Only User when shared directly with them.
- Can be accessed publicly with proper settings
- Metrics
- Notification Settings



Where does the  
data come from?

# Where Does the Data Come From?

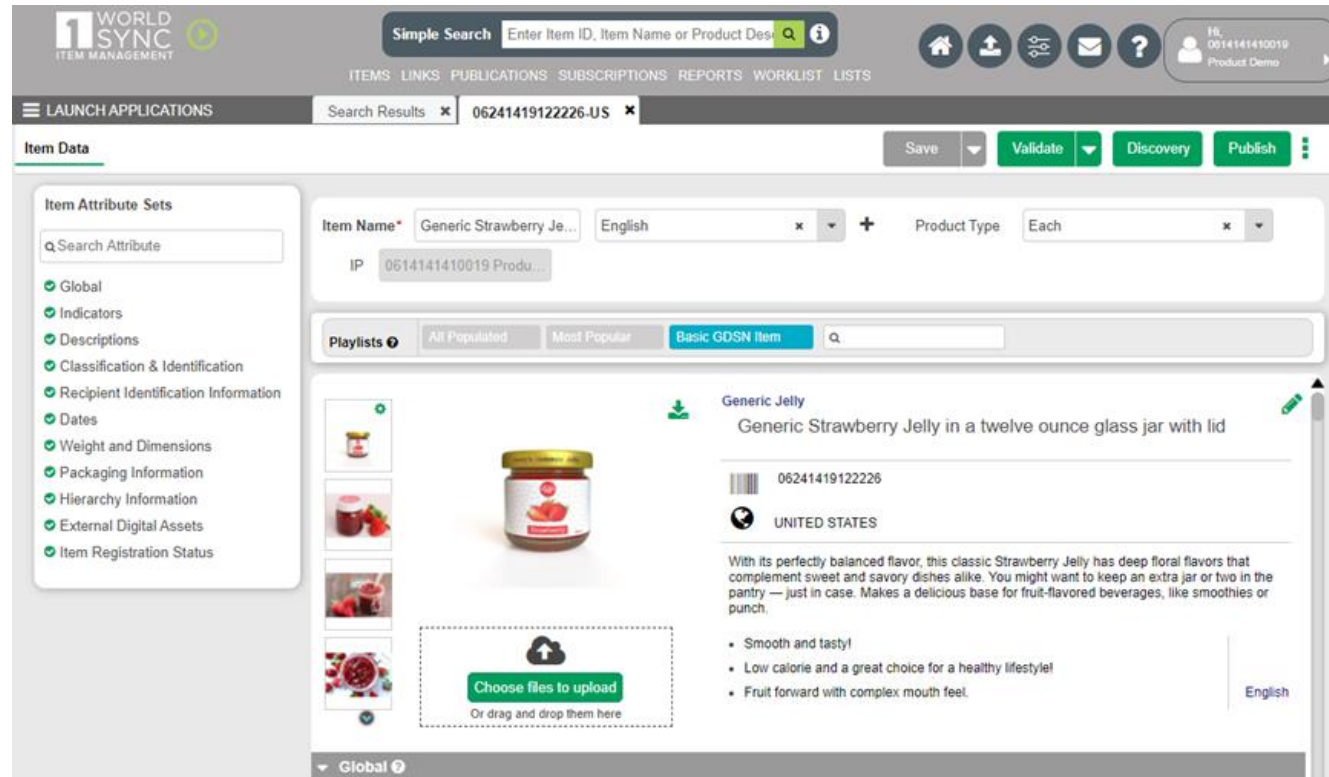


As you are loading your content for synchronization with your current data recipients, you are entering all the key details about your items

The 1WorldSync Digital Catalog simply takes key elements of that information and places it in a publicly accessible catalog that you can use for a variety of purposes.

- The information that you can make available is precisely the information you would want to put in front of a perspective buyer or consumer.

# Where Does the Data Come From?



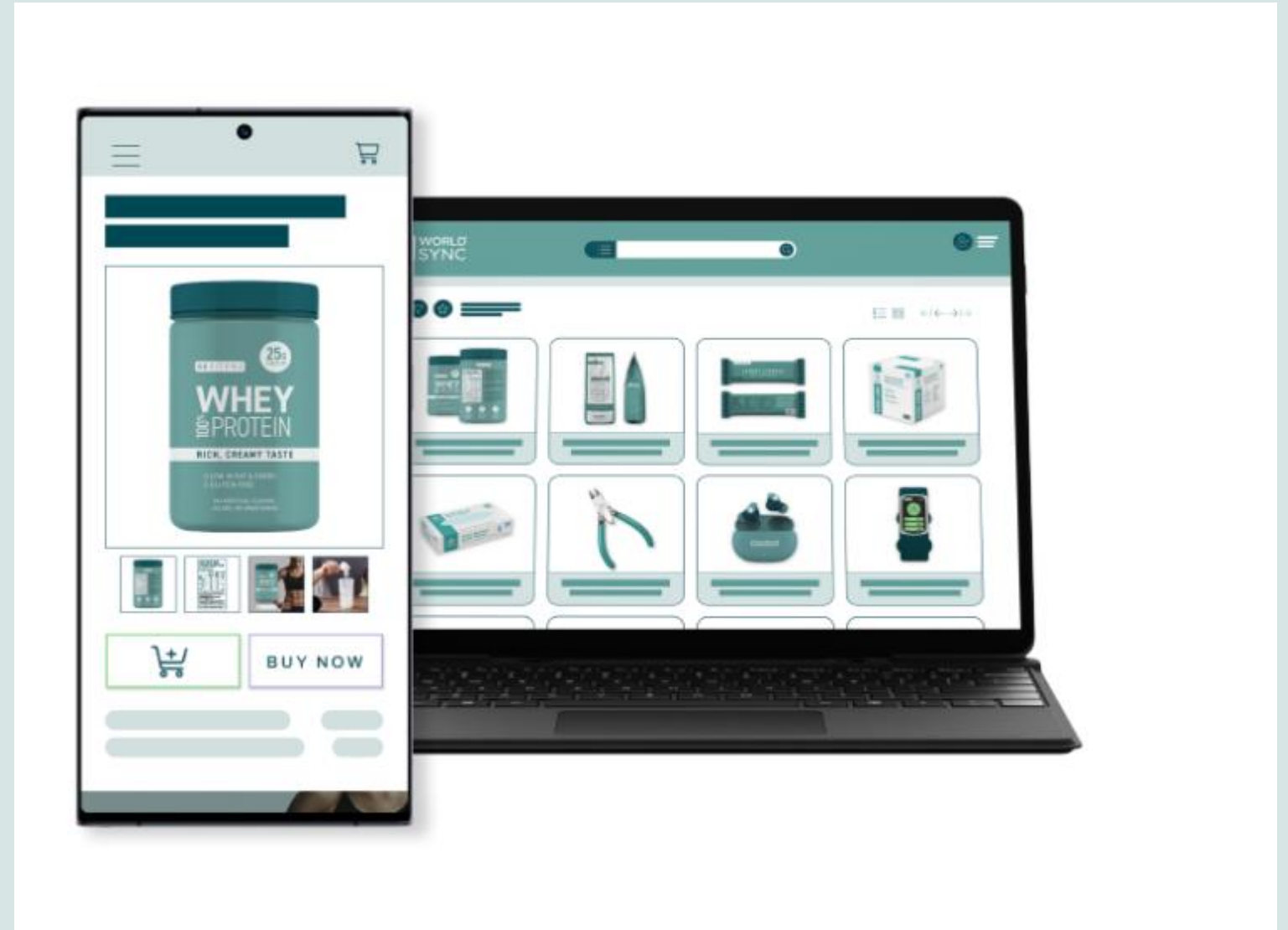
But what if I have items that I'd love to get in front of buyers and consumers that I'm not currently synchronizing?

## Load those items into Item Management!

- If you choose to, you can enter product information specifically for the Digital Catalog.
- Later, if those items are selected by a buyer or retailer, you already have a great start on getting the content synchronized!

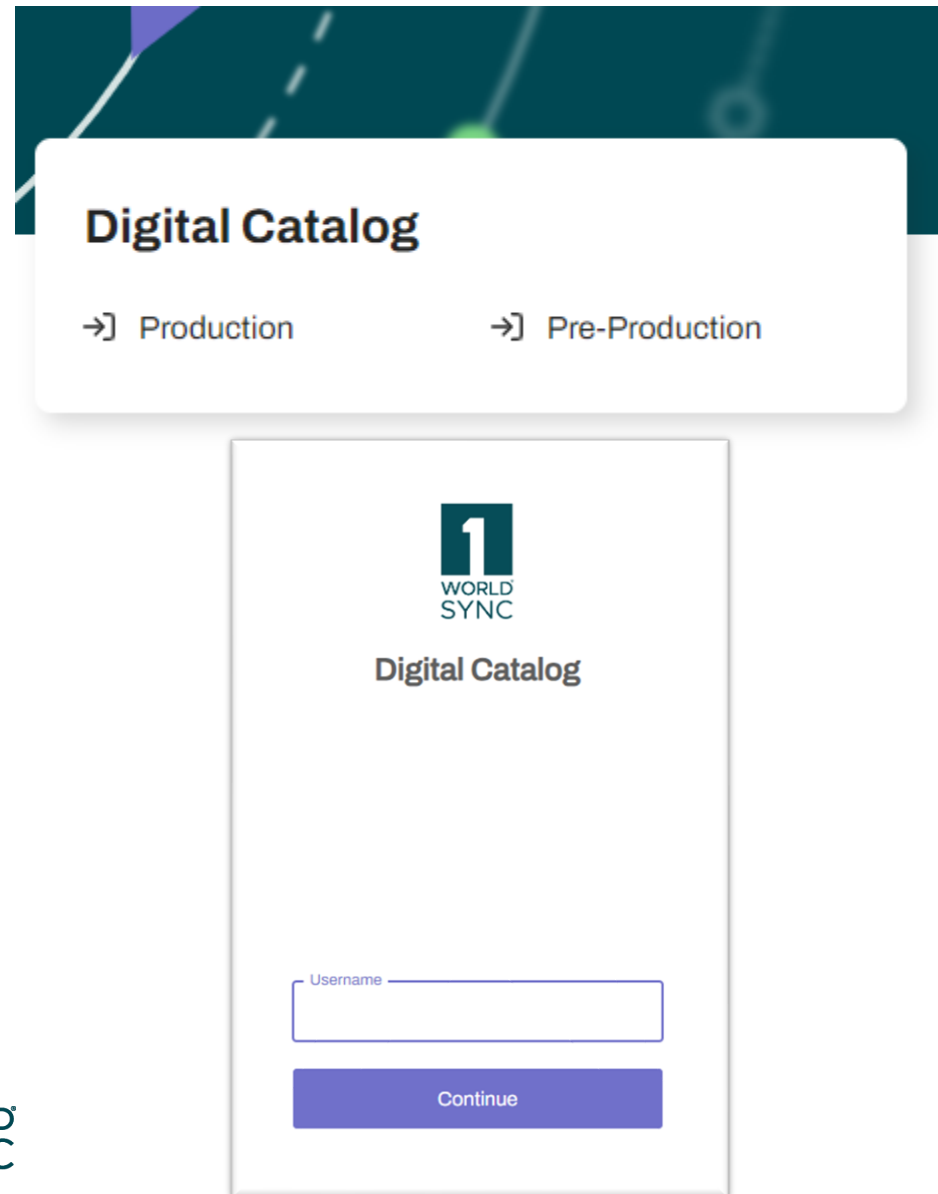
# Demonstration

Log in and Practice!



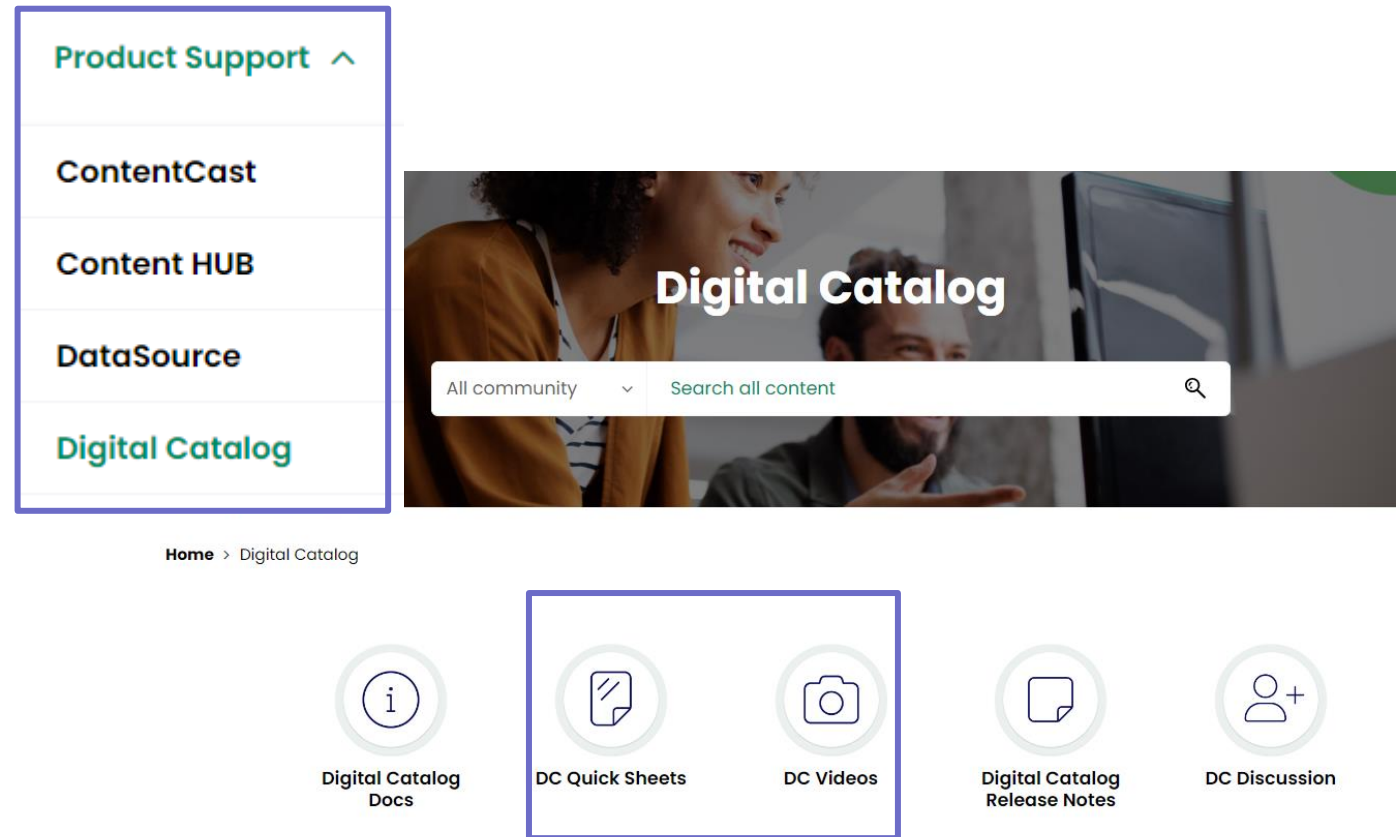


# Logging in to Digital Catalog



- Navigate to [1worldsync.com](https://1worldsync.com)
- Select **Log In**
- Select **Production.**
- Enter your Username and Password and click Login.
  - Please note that at this time, you are required to have a separate Username from the one that you typically use to access our other tools.
  - We will be adding single sign-on in a future release.

# Quick Sheets & Videos are Available in Community



In the 1WorldSync Community, we have Quick Sheets and Videos to help with your self-guided learning.

Access a world of knowledge in the 1WorldSync Community:  
<https://community.1WorldSync.com>

- Participate in Discussion Forums
- Find Answers to Frequently Asked Questions
- Find Training Videos and Documentation
- And More!

# User Roles

Home > Home Knowledge Base > Digital Catalog Knowledge Base > DC Quick Sheets

## Knowledge Base Articles

Sorted by: Manual



by **CommunityJedi22** • Community Manager

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### Quick Sheets for Digital Catalog (DC) - Administrator

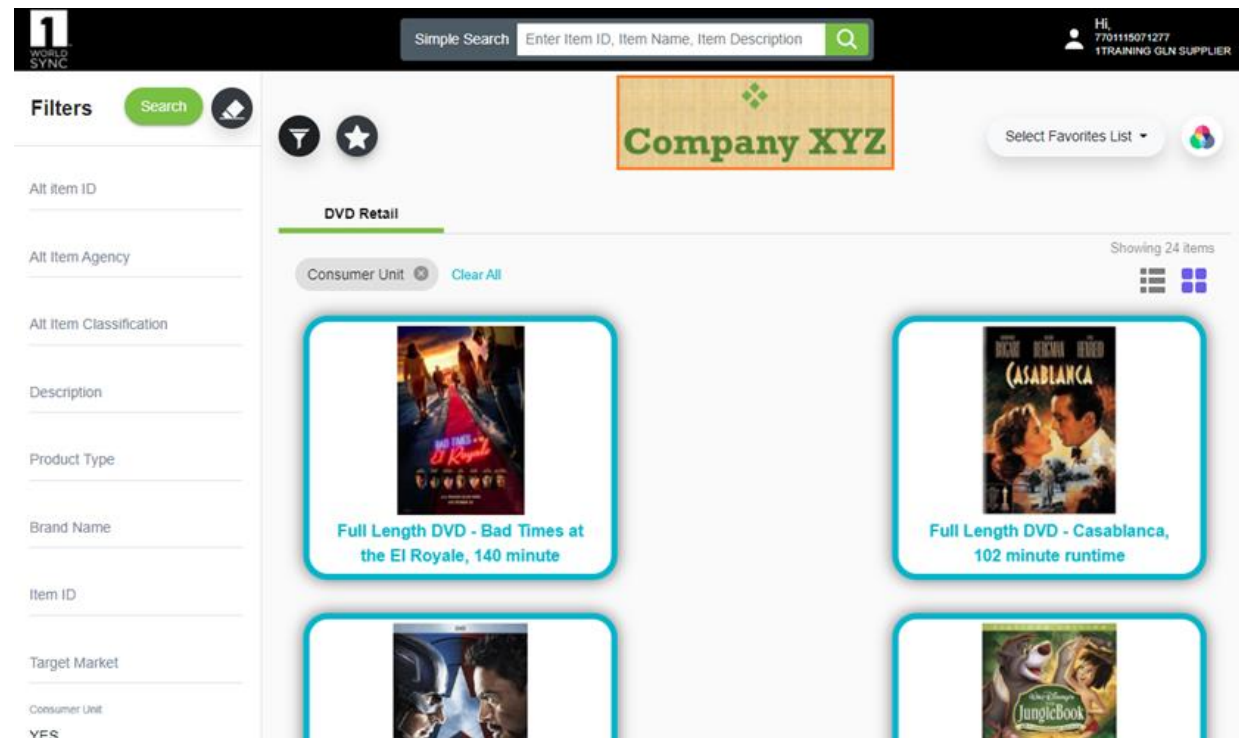
Please click the attachment below for the Digital Catalog (DC) - Administrator Quick Sheets. These include details about the Studio Editor- Template Creator and Filter Editor for the latest release updates. Please see the attachment below for the...



- When granting access to the Digital Catalog Service, there are 3 user roles available to assign to each user:
  - Digital Catalog Admin
  - Digital Catalog User
  - Digital Catalog List Only User
- Please review the Quick Sheets in the Community for more information regarding the access levels of each of the roles listed above.

# Demonstrating the Functionality

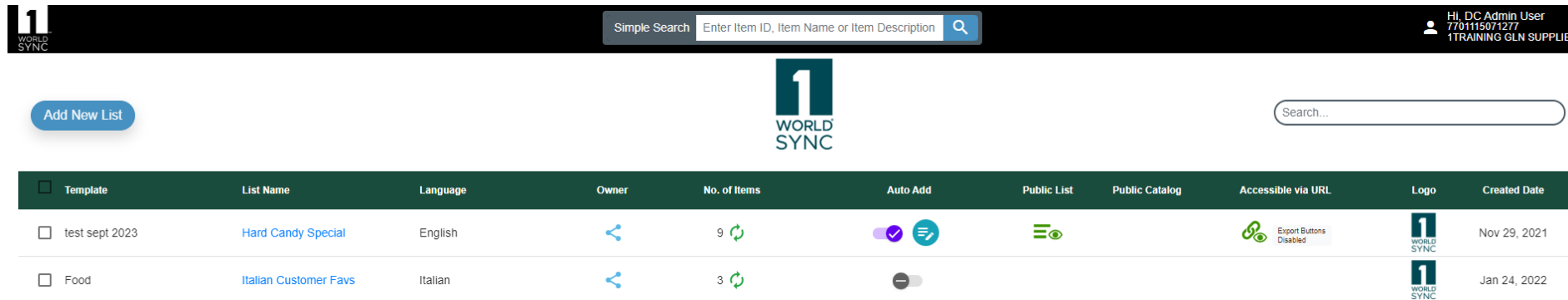
## Branding and Logo Customization



- **Adding Logos**
  - Ability to apply a new logo to the entire catalog
  - Ability to apply a new logo to a specific list and have it display each time that list is accessed
- **Customizing Colors and Logos**
  - Created by User Role: Admin
  - Can be seen publicly and by List Users viewing Favorites Lists with proper settings
- **Downloading Product Detail Pages PDFs, Sales Slicks, and Digital Assets**
- **List Sharing – Public URL**
- **Viewable on phones, tablets, & computers**

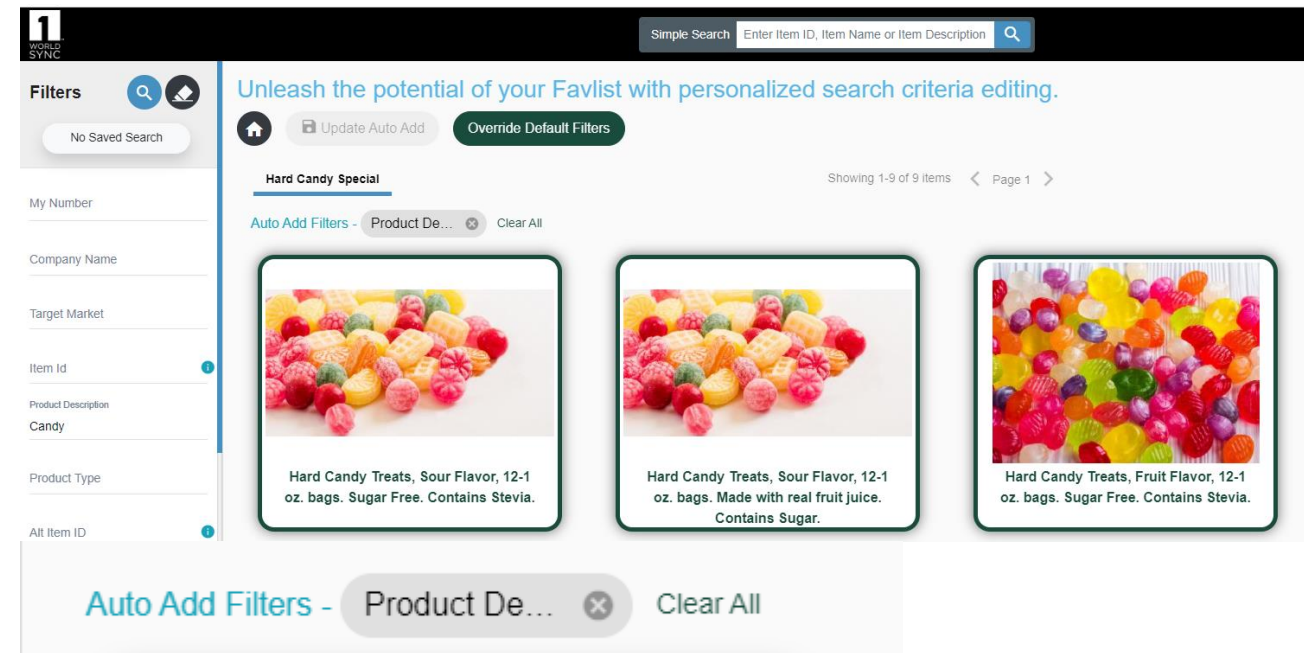
# Demonstrating the Functionality

## Creating Lists



The screenshot shows the top navigation bar with the World Sync logo, a search bar, and user information. Below the navigation bar is a table of lists:

Template	List Name	Language	Owner	No. of Items	Auto Add	Public List	Public Catalog	Accessible via URL	Logo	Created Date
<input type="checkbox"/>	test sept 2023	Hard Candy Special	English	9	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Export Buttons Disabled		Nov 29, 2021
<input type="checkbox"/>	Food	Italian Customer Favs	Italian	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			Jan 24, 2022



The screenshot shows the 'Hard Candy Special' list page. It features a sidebar with filters, a main content area with product cards, and a bottom bar with filter controls.

Filters: No Saved Search

My Number  
Company Name  
Target Market  
Item Id  
Product Description  
Candy  
Product Type  
All Item ID

Unleash the potential of your Favlist with personalized search criteria editing.

Update Auto Add Override Default Filters

Hard Candy Special Showing 1-9 of 9 Items Page 1

Auto Add Filters - Product De... Clear All

Hard Candy Treats, Sour Flavor, 12-1 oz. bags. Sugar Free. Contains Stevia.

Hard Candy Treats, Sour Flavor, 12-1 oz. bags. Made with real fruit juice. Contains Sugar.

Hard Candy Treats, Fruit Flavor, 12-1 oz. bags. Sugar Free. Contains Stevia.

Auto Add Filters - Product De... Clear All

### • Creating Lists

- Manual Add to List
- Auto Add feature On/Off 
  - WARNING! Turning ON this feature is instant. The rest of your products will show in the list right away. If the List has a public List URL, anyone viewing that URL will see all of the products.
  - Select the Edit icon to control the filters for the products you want atomically added.

# Demonstrating the Functionality

## Studio Editor – Template Creator and Filter Editor

The screenshot displays the Studio Editor interface. At the top, there is a navigation bar with a 'Select Favorites List' dropdown and three circular icons. Below this is a 'Studio Editor' button. The main content area is divided into three steps:

- Step 1:** 'Create from Scratch' and 'Pick from Template'. A table lists existing templates:

#	Template Name	Status	Created From	Owner
1	The Golden snack	Draft	Scratch	lgenevieve.00@worldsync.co.in
2	The Snack of Champions	Draft	Food	lgenevieve.00@worldsync.co.in

- Step 2:** 'Template Name: The Golden snack', 'Status: Draft', and 'Active' toggle.
- Step 3:** 'Item ID Selected: 00312846105901 - US - Gran Hola! Honey Bars- Box 12 Bars...', 'Language: English'.

The 'TEMPLATE CREATOR' section shows a product image for 'CRUNCHY GRANOLA BARS' and a 'Marketing Message' field with the text: 'Gran Hola! Honey Bars- Box 12 Bars/ 12 oz'. Below the message is a 'Feature Benefits' list:

- Healthy
- Nutritious
- Taste Good

The 'Attributes' section on the right shows a 'Structure' table:

Structure	Attributes
1 column(s)	+ Add Row
2 tab heading(s)	+ Add Tab

### Digital Catalog Studio Editor >Template Creator:

- The functionality to create a template for your product content
- You can customize the template to your preference
- Your Marketing or Sales team can create a template to present your products to potential buyers

### >Filter Editor:

- The functionality to customize the attributes and labels on the search filter

# Export Emails - Examples

## When Exporting to Excel

### Email Example from

[DCNotifications@1worldsync.com](mailto:DCNotifications@1worldsync.com)

(no reply) :

The data you recently requested from 1WorldSync Digital Catalog is now available. Click [Here](#) to download the spreadsheet.  
GLN: 7701115071277  
GLN Name: 1TRAINING GLN SUPPLIER  
Template: [Non Food](#)  
The spreadsheet data will be available for 2 weeks. If you have any questions, please contact us at [technicalsupport@1worldsync.com](mailto:technicalsupport@1worldsync.com).

## When Exporting to PDF

### Email Example from

[DCNotifications@1worldsync.com](mailto:DCNotifications@1worldsync.com)

(no reply) :

You're all set! Click [Here](#) to download your item PDFs  
The PDP PDF data will be available for 2 weeks. If you have any questions, please contact us at [technicalsupport@1worldsync.com](mailto:technicalsupport@1worldsync.com).



Questions?

Thank you!

