

DIGITAL CONTENT SAMPLE

User Guide

This user guide was created for the users of the Deluxe Avails application.



Adobe RoboHelp was used as the authoring tool, to create and publish the user guide in MS Word. This user guide was single sourced from its WebHelp avatar. Also, minor tweaks were done in the print version.



TechSmith Snagit was used to capture and illustrate the product images in this guide.



We adhered to a customer provided style guide for creating and reviewing the content.



The user guide includes most of the standard sections, namely, cover page, table of contents, about this guide, chapters and index.



DELUXE AVAILS

User Guide





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About this guide

This user guide includes conceptual and procedural content that you can use to understand the various functions of the Deluxe Avails application. It comprises the following:

- [Introduction](#)
- [Working with orders](#)
- [Working with titles](#)
- [Using reports](#)
- [Administering the application](#)

Target audience

This user guide is intended for the users of the Deluxe Avails application.

Using this guide

The chapters of this guide are organized as follows.

Chapter	Brief description
Introduction	Provides an overview of the Deluxe Avails application, and steps for logging on to the application and changing or retrieving a password
Working with orders	Provides steps for all aspects of order management that include creating a new order, searching for an existing order, modifying the existing order details, and exporting the order data into an MS Excel file
Working with titles	Provides steps to perform store checks, region reporting, research on titles assets and backfill projects
Using reports	Provides information on all types of reports used within the application, such as Announcement analysis report, Finance report, and Cancellation report
Administering the application	Provides information regarding all the activities of an Administrator, such as configuring FTP, setting alerts, managing jobs, creating users, searching users, assigning roles to users, modifying user profiles and deactivating a user
Frequently Asked Questions (FAQ)	Provides a list of frequently asked questions

Guide conventions

The text conventions used throughout this guide are as follows.

Convention	Description
Bold text	Names of tabs, dialog boxes, dialog box elements and other UI elements
<i>Italics text</i>	Used for writing a Note that provides additional information about a feature or page  A Note contains additional useful information. Pay special attention to the information highlighted in this way.



Introduction

Deluxe is one of the Preferred Plus content aggregators listed by Apple iTunes. Warner Bros (WB) is the content provider for Deluxe. Deluxe services the content provided by WB on Apple iTunes. Every week, the Salesforce team of WB generates announcements in the form of an Announcement file. The Announcement file contains details of titles along with any other changes made with respect to the titles. Announcement of new movies is done 90 days prior to its release on iTunes. These announcements include movie details such as title information, price, local rating, format, format change, region names, language and time of launch of a movie. These announcements are made available to Deluxe in the form of a file titled Avail Announcement.

This section comprises information about logging on to the GRC Enforce Plus application.

This chapter includes:

- [Getting started](#)
- [Logging on to Deluxe](#)
- [Retrieving your password](#)
- [Changing your password](#)
- [Logging off from Deluxe](#)

Getting started

The Deluxe Avails application serves as WB-iTunes order management system (Apple Grid). The application is used by Deluxe to automate the order management workflow and remove dependency on MS Excel. This application imports data from multiple files such as Avail announcements, Apple iTunes store listing files and Pipeline orders, and provides users an interface to manage and process these files. Deluxe compares the data from the Avail announcement with the data on Apple iTunes. New orders can be created within the Deluxe Avail application.

The application performs lookup and search operations on titles, assets, and orders. It allows users to update the order status and perform date-based calculations. These calculations help determine the duration within which the order needs to be sent to Apple iTunes. The data is enriched during the addition of more data related to orders and titles. On receiving the order, Apple iTunes performs a QC check on the order. If an order is rejected, the rejection status is updated in Deluxe Avails, and an alert notification is sent to WB about the same.



Logging on to Deluxe

You can log on to the Deluxe Avails application using your credentials. The Administrator provides the credentials to the users.

To log on to the Deluxe Avails application:

1. In the address bar of the browser, type the Deluxe Avails URL.

The Deluxe Avails login page is displayed.

A screenshot of the Deluxe Avails login page. At the top center is the Deluxe logo (a red circle with the word "deluxe" inside). Below the logo is the text "Deluxe Avails". There are two input fields: the first contains the email address "john.smith@bydeluxe.com" and the second contains a series of dots representing a password. Below the password field is a checked checkbox labeled "Remember Me". At the bottom left is a blue button with the text "LOGIN" in white, which is highlighted with a red rectangular border. At the bottom center is a blue link that says "Forgot your password?".

john.smith@bydeluxe.com

.....

Remember Me

LOGIN

[Forgot your password?](#)

2. In the **Username** box, type your user name.
3. In the **Password** box, type your password.
4. Select the **Remember Me** check box if you want the application to remember your login credentials, the next time you log on.
5. Click **LOG IN**.

The **Order** page is displayed.



Retrieving your password

If you forget your password, the Deluxe Avails application enables you to retrieve your password.

To retrieve your password:

1. On the Deluxe Avails login page, click the **Forgot your password?** link.

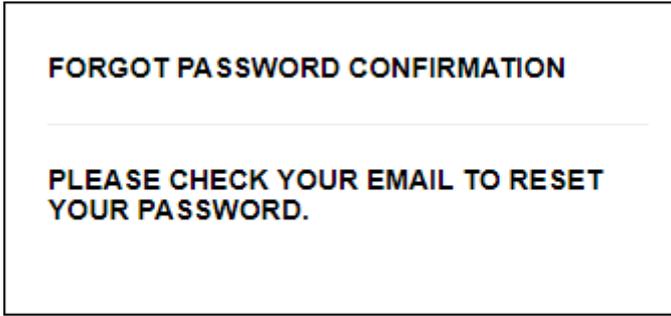
A screenshot of the Deluxe Avails login page. At the top center is the Deluxe logo. Below it is the text "Deluxe Avails". There are two input fields: the first contains the email address "john.smith@bydeluxe.com" and the second is labeled "Password". Below the password field is a checkbox labeled "Remember Me". There are two buttons: a blue "LOGIN" button and a blue "Forgot your password?" link, which is highlighted with a red rectangular border.

The **FORGOT YOUR PASSWORD?** page is displayed.

2. On the **FORGOT YOUR PASSWORD?** page, in the **ENTER YOUR EMAIL** box, type your email ID and then click **EMAIL LINK**.

A screenshot of the "FORGOT YOUR PASSWORD?" page. At the top is the heading "FORGOT YOUR PASSWORD?". Below it is a horizontal line. Underneath is the heading "ENTER YOUR EMAIL". There is an input field containing the email address "john.smith@bydeluxe.com". At the bottom of the page is a blue "EMAIL LINK" button, which is highlighted with a red rectangular border.

A link for resetting your password is sent to your registered email ID.

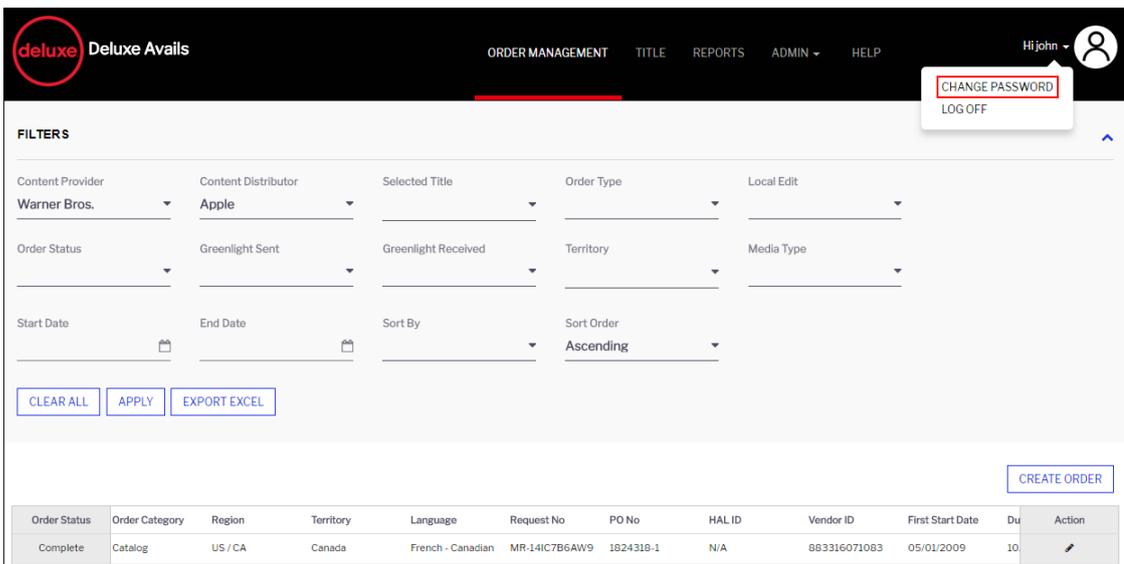


Changing your password

Changing your passwords regularly is essential for security purposes. The Deluxe Avails application enables you to change your password at any point in time.

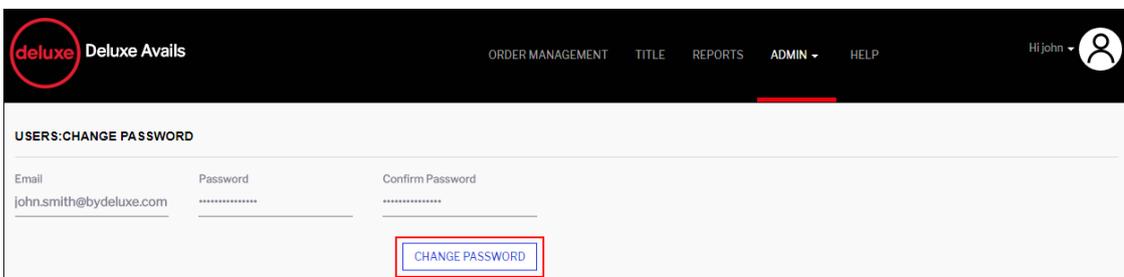
To change your password:

1. On the Deluxe Avails application home page, point to the user name on the top-right corner of the screen, and then click **CHANGE PASSWORD**.



The **USERS:CHANGE PASSWORD** page is displayed.

2. On the **USERS:CHANGE PASSWORD** page, in the **Password** and **Confirm Password** box, type the new password, and then click **CHANGE PASSWORD**.



The password is changed successfully.

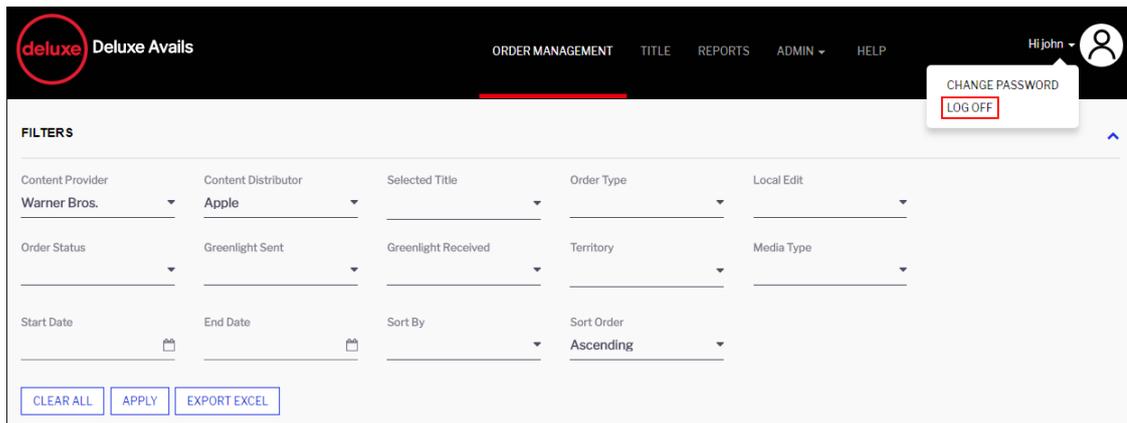


Logging off from Deluxe

You can log off from the Deluxe Avails application. Logging off from the application redirects you to the login page of the Deluxe Avails application.

To log off from the application:

- On the Deluxe Avails application home page, point to the user name on the top-right corner of the screen, and then click **LOG OFF**.



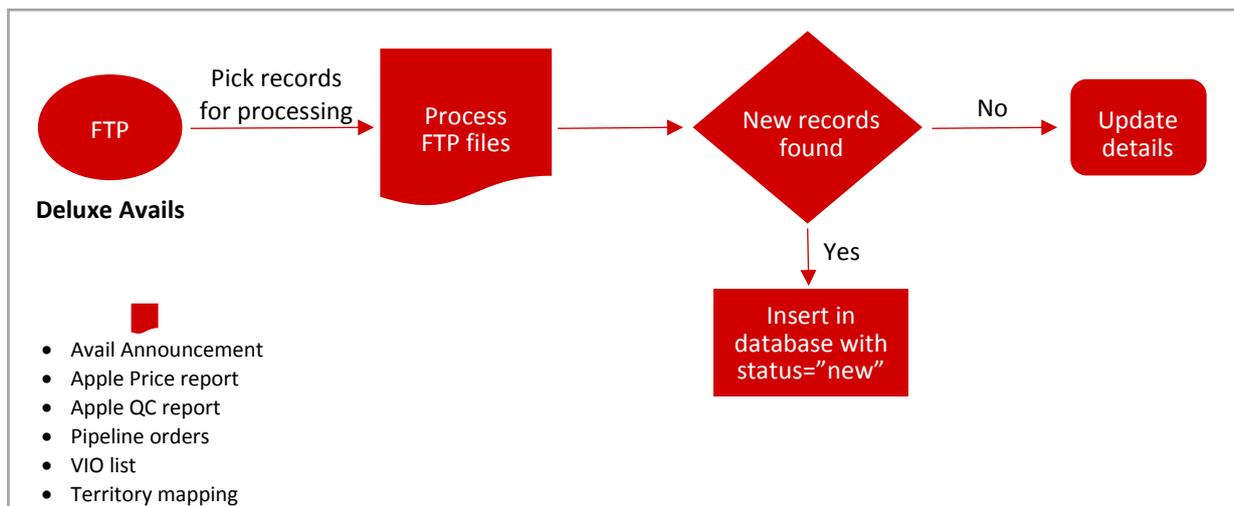
You are now logged out of the Deluxe Avails application.

Working with Orders

You can create an order in the Deluxe Avails application. Orders are created against movie titles. To enable easy order creation, Deluxe Avails performs a lookup operation on the following files available on FTP:

- Avail Announcement
- Apple Price report
- Apple QC report
- Pipeline orders
- VID list
- Territory mapping

The Deluxe Avails application downloads the aforementioned files from the FTP and displays the aggregated data. Using this data, you can analyse for which assets an order needs to be created. Order processing involves a lookup process, wherein, if a record is not found in any of the files, then that record needs to be stored within the database. Before creating an order for an asset, you need to check whether an order exists for the same asset.



This chapter includes:

- [Searching for orders](#)
- [Creating an order](#)
- [Modifying order data](#)
- [Exporting order data](#)



Searching for orders

Before placing an order, it is imperative that you perform an extensive search to determine if an order for the required asset already exists. You can do this by querying the orders list with the help of filters on the **FILTERS** page. The Deluxe Avails application enables you to search information based on the field properties.

To search for an order:

1. On the Deluxe Avails application home page, click the **ORDER MANAGEMENT** tab.
The **FILTERS** page is displayed.
2. On the **FILTERS** page, provide the field values shown in the following table, and then click **APPLY**.

FILTERS ^

Content Provider Warner Bros. ▾	Content Distributor Apple ▾	Selected Title 2010: The Year We Mak ▾	Order Type ▾	Local Edit ▾
Order Status ▾	Greenlight Sent ▾	Greenlight Received ▾	Territory ▾	Media Type ▾
Start Date 📅	End Date 📅	Sort By ▾	Sort Order Ascending ▾	

CLEAR ALL
APPLY
EXPORT EXCEL
CREATE ORDER

Order Status	Order Category	Region	Territory	Language	Request No	PO No	HAL ID	Vendor ID	First Start Date	Du	Action
Complete	Catalog	US / CA	Canada	French - Canadian	MR-14IC7B6AW9	1924318-1	N/A	883316071083	05/01/2009	10	✎
Complete	Catalog	Pan Asia	Thailand	Thai	MR-13I00G7IF	1937138-1	N/A	883316251713		06	✎

The order data is displayed.



You can click any of the page numbers below the order data to navigate to that page.

Fields	Action
Content Provider	Select the name of the Content Provider.
Content Distributor	Select the name of the Content Distributor.
Selected Title	Select the title.
Edit Type	Select any one of the following edit types: <ul style="list-style-type: none"> New Release TV New Release Catalog Promo Theatrical New Release Direct to Video New Release Catalog New To Format Franchise Catalog
Local Edit	Select one of the following values: <ul style="list-style-type: none"> Yes

	<ul style="list-style-type: none"> No
Order Status	<p>Select any one of the following order statuses:</p> <ul style="list-style-type: none"> Complete New Processing Request Received Cancelled
Greenlight Sent	<p>Select one of the following values:</p> <ul style="list-style-type: none"> Yes <Select this when an order is raised for an asset.> No
Greenlight Received	<p>Select one of the following values:</p> <ul style="list-style-type: none"> Yes <Select this when an order is approved.> No
Territory	Select any one of the listed territories.
Media Type	<p>Select any one of the following media types:</p> <ul style="list-style-type: none"> EST POEST VOD
Start Date	Select the Start Date.
End Date	Select the End Date.
Sort By	Select the parameter using which you want to sort the result data.
Sort Order	<p>Select one of the following values:</p> <ul style="list-style-type: none"> Ascending <Select this to sort the result data in the ascending order.> Descending: <Select this to sort the result data in the descending order.>



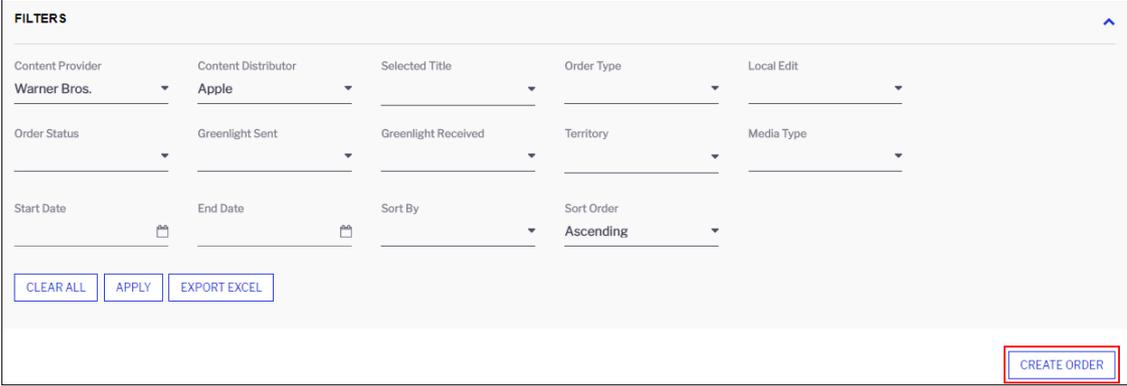
If you want to perform a new search, click **CLEAR ALL**. Type new search information in the fields, and then click **APPLY**.

Creating an order

The Deluxe Avails application enables you to create orders for titles. To create an order, you must provide the information for fields displayed on the **ORDER MANAGEMENT** page.

To create an order:

1. On the Deluxe Avails application home page, click the **ORDER MANAGEMENT** tab.
The **FILTERS** page is displayed.
2. On the **FILTERS** page, click **CREATE ORDER**.



The screenshot shows the 'FILTERS' page with the following fields and values:

Content Provider	Content Distributor	Selected Title	Order Type	Local Edit
Warner Bros.	Apple			
Order Status	Greenlight Sent	Greenlight Received	Territory	Media Type
Start Date	End Date	Sort By	Sort Order	
			Ascending	

Buttons: CLEAR ALL, APPLY, EXPORT EXCEL, CREATE ORDER (highlighted)

The **ORDER - CREATE ORDER** page is displayed.

3. On the **ORDER - CREATE ORDER** page, provide the field values shown in the following table, and then click **SAVE**.



ORDER - CREATE ORDER

Selected Title: **The New Land** ▼ Order Category: **New Release** ▼

Territory: **Russia** ▼ Language: **Russian** ▼

Assets Required

Audio Audio Description Caption Video Forced Subtitle Preview Films Sub

PO Number: **1824317-2** HAL ID: _____ Request Number: **MR-14IC7B6AW9**

Vendor ID: **883316071083** Due Date: **01/10/2018**

Greenlight Sent Date: **01/01/2018** Greenlight Received: **01/03/2018**

EST UPC: **883316581582** VOD UPC: **883316581568**

An order is created successfully.

Fields	Action
Selected Title	This field contains a list of all titles of all movies released by WB till now.
Order Status	Select any one of the following values: <ul style="list-style-type: none"> New Request Received In Process Completed Cancelled
Order Category	Select any one of the following values: <ul style="list-style-type: none"> New Release Catalog



	<ul style="list-style-type: none"> Special Project
Territory	This field contains a list of various territory names where WB has released a movie.
Language	This field contains a list of various languages in which WB has released a movie.
Assets Required	<p>Select any of the following assets check boxes to include in your order:</p> <ul style="list-style-type: none"> Audio Audio Description Caption Video Forced Subtitle Preview Films Sub
PO Number	Type the PO number for the Title for which you want to place an order.
HAL ID	Type the HAL ID for the order.
Request Number	Type the Request Number for this order.
Vendor ID	Type the Vendor ID for this order.
First Start Date (Announcement)	Select the announcement date for the film.
Due Date	Select the due date by when the film needs to be sent to Apple iTunes.
Greenlight Sent Date	Select the date when a Deluxe Avails internal team member has placed an order.
Greenlight Received	Select the date when a Deluxe Avails internal team member has approved the order.
Order Type	Type the type of order.
EST UP	Type the EST UP number.
VOD UPC	Type the VOD UPC number.

Critical columns

Following are the critical columns in the Order screen.

Field Name	Description
Order Status	<ul style="list-style-type: none"> New: The order status is set to New when a new title (Territory/Language/Edit/Language type) is identified and inserted in the Deluxe Avails system. Only the orders with the status New appear in the Announcement Analysis report. Request received: The order status is set to Request received when the MR-ID inserted against a new record is not available in the pipeline orders. In Progress: The order status is set to In Progress when the details of the MR-ID such as PO and HAL-ID exist in the Pipeline report. When you insert the value for MR_ID



	<p>in the application, the corresponding values of HAL-ID and PO for this record are updated automatically.</p> <ul style="list-style-type: none"> • Complete: The order status is set to Complete when an order has an import date in the QC report. • Cancelled: The order status is set to Cancelled when a particular combination of the values of all the sales channels (EST, VOD, POEST) and their formats (SD, HD, 4K) are either blank or cancelled in the Announcement file.
Request Number/Tops MR ID	Group by order number (the data should be grouped by MR).
First Start Date	The earliest start date across all territories.
Due Date	The date on which an order is due.
Greenlight received (Calendar)	The date on which an order is approved.
Asset Required	The assets required in an order.
Greenlight Sent (Calendar)	The date on which an order is sent for approval.

Modifying order data

You can modify an existing order in the Deluxe Avails application. Deluxe Avails identifies new orders by comparing the data received from Apple iTunes.

To modify order data:

1. On the Deluxe Avails application home page, click the **ORDER MANAGEMENT** tab.
The **FILTERS** page is displayed.

2. On the **FILTERS** page, in the **Action** column, click  adjacent to the order data that you want to modify.

The **ORDER - EDIT ORDER** page is displayed.

3. On the **ORDER - EDIT ORDER** page, provide the field values shown in the following table, and then click **SAVE**.



ORDER - EDIT ORDER

Selected Title 300	Order Status Complete	Order Category Catalog
Region US / CA	Territory Canada	Language French - Canadian
Assets Required Audio		
PO Number 1824318-1	HAL ID N/A	Request Number MR-14IC7B6AW9
Vendor ID 883316071083	First Start Date(Announcement) 05/01/2009	Due Date 10/01/2015
Greenlight Sent Date 09/10/2015	Greenlight Received 09/10/2015	
EST UP 883316581582	VOD UPC 883316581568	

CANCEL
SAVE

The order data is modified successfully.

Fields	Action
Request Number	Type the Request Number.
Vendor ID	Type the Vendor ID.
Due Date	Select the date by which this order is to be completed.
Greenlight Sent Date	Select the date when the order was first processed.
Greenlight Received	Select the date when the Deluxe Avails internal team started processing the order.
EST UP	Type the EST UP number.
VOD UPC	Type the VOD UPC number.

Exporting order data

After searching for orders, you can export the order data into an MS Excel file. This MS Excel file contains all the information required to successfully place an order. Once an order is placed, the order data is sent back to Deluxe Media, for enriching the order data within Deluxe Avails.

To export an order data:

1. On the Deluxe Avails application home page, click the **ORDER MANAGEMENT** tab.
The **FILTERS** page is displayed.
2. On the **FILTERS** page, type the field values, and then click **APPLY**.
The order results are displayed.
3. On the order results page, click **EXPORT EXCEL**.

FILTERS ^

Content Provider Warner Bros. ▾	Content Distributor Apple ▾	Selected Title 17 Again ▾	Order Type ▾	Local Edit ▾
Order Status ▾	Greenlight Sent ▾	Greenlight Received ▾	Territory ▾	Media Type ▾
Start Date ▾	End Date ▾	Sort By ▾	Sort Order Ascending ▾	

CLEAR ALL
APPLY
EXPORT EXCEL
CREATE ORDER

Order Status	Order Category	Region	Territory	Language	Request No	PO No	HAL ID	Vendor ID	First Start Date	Du	Action
Complete	Catalog	US / CA	Canada	French - Canadian	MR-14IC7B6AW9	1824318-1	N/A	883316071083	05/01/2009	10	✎

An MS Excel file containing the order data is downloaded in the system.



Working with Titles

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Title report

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Using Reports

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Announcement analysis report

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Finance report

<< Please note that this sample does not include the complete content in all the Chapters/Sections/Headings of this document. >>

Cancellation report

<< Please note that this sample does not include the complete content in all the Chapters/Sections/Headings of this document. >>

Administering the application

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Configuring FTP

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Setting up alerts

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Creating users

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Assigning roles to users

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Deactivating a user

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Modifying users' profiles

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Frequently Asked Questions

Following are some of the frequently asked questions regarding the Deluxe Avails application.

What is an Avail Announcement file?

An Avail Announcement file is an MS Excel report downloaded from WB's SFDC (Sales Force Dot Com) application. It contains the title information of all marketing and promotions of WBs that are launched till date.

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Glossary

The following table provides the exclusive terms used in this guide with their description.

Glossary term	Description
Announcement File	The Announcement file consists of details related to titles, and changes made to these titles.
Asset	An asset is a metadata of titles or movies. An asset is either a dubbed audio file, or a sub titles file.
FTP	FTP is a location where the announcement files and price reports from Apple iTunes are dumped periodically. The Deluxe Avails application extracts these files to identify the orders for processing.
Greenlight received	Greenlight received is the date when a Deluxe Avails internal team member has approved an order.
Greenlight Sent Date	Greenlight Sent date is the date when a Deluxe Avails internal team member has placed an order.
MPM	Each title of a movie is an intellectual property. MPM is the number that identifies this intellectual property.
Order	In the Deluxe Avails application, you place orders for assets to fulfil some announcements.
Territory	A Territory is the name of an area where Warner Bros (WB) has released a movie.
Title	A Title is the name of a movie released by Warner Bros (WB).
TOPs	TOPs is one of the order management systems that Deluxe uses to raise an order.



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