

# Helios Training Lesson Plan

## **Presenter Setup**

- Firefox – user 6 - Contributor
- IE – user 5 - Approver
- Hasbro.com SKU 00622 (Monopoly Championship Edition)
- Power Point Deck

## **Power Point Deck**

### **Purpose of Training**

- Provide an overview of the Helios upgrade to version 2, live on Sept 8
- Describe and demonstrate key performance tasks

### **Training overview**

- 30 - 45 minutes long session
- WebEx Q & A during the presentation
- Short survey at the end of this training session - please complete

### **Helios purpose**

- Helios is the back end application that allows the Marketing organization to manage the product content of the Hasbro.com websites worldwide.

### **Key Helios 2 upgrade features**

- Improved interface that makes better use of larger screens
- Improved product filtering
- Improved product edit features
- Improved product search features
- Revised workflow and approval system for product edits
- Improved imagery functions
- “Learn More” links

## **Exit Power Point**

## **Open Helios - Firefox**

## **Helios Home Screen**

Helios Logo	Click to return to the Home screen from anywhere in Helios
Tool bar	Locale Tools, Work Queue
Maintenance Schedule	Maintenance information
News	Important information, tips, upcoming training
Helios Work Queue	Provides a quick view of your performance activities and tasks  Same content as in the Work Queue on the Tool Bar  Discuss <b>New Approval Process</b> (below)
Learn More Link	Discuss <b>Learn More Links</b> for helpful information Click the Home Screen Learn More Link to demo

## **New Approval Process**

Approval Process	2 step work flow approval process
Contributor	Person making an update to a product
Approver	Person approving the update made by a Contributor  Provides <b>2<sup>nd</sup> set of eyes</b> on all product updates
Benefit	Improve product update accuracy  Approver process allows contractors and agencies update content, then have a Hasbro employee approve update before it becomes public

## Locale Tools - Products

- Click **Locale Tools - Products**
- Opens your locale's Products screen
- Ability to launch many Helios actions
- Product screen locale – **United States English**
  - Click **Dropdown** – list of all locales worldwide
- Full list of **all your locale products, active and inactive**
- Page Selection – First, Previous, Pages, Next, Last
- Product Display Range
- Overview / Details – place locale products into a chart

### **Find Products in your locale**

- “Let's discuss how you can find a product or products in your locale”

### **Open Find Products**

- Click **Find Products**
- Describe **Find Products** search criteria options

Brand	Disney, Monopoly
Product Category	Apparel, Books & Movies
Age Range	Infants, Tweens, Adults
Gender	Click <b>Dropdown</b>
Master Product Name	
Keywords	
SKU / Licensed Item #	
Display Priority	Click <b>Dropdown</b> – Product Display Page search results priorities <ul style="list-style-type: none"> <li>• 0 – primetime</li> <li>• 1 – key driver</li> <li>• 2 – standard product</li> <li>• 3 – licensed</li> </ul> <b>Will discuss in more detail in a few minutes</b>
Min / Max Price	
Active	Product is in the locale Product list Posted on Product Display Page
Inactive	Product is in locale Product list Not posted on Product Display Page Product not ready for publication or taken down temporarily
Archive	Product is Retired – does not show in product list – saved to history

## Search

- “Let’s demonstrate a few search actions”

### Search by Brand (multiple products)

- Brand –click **Add Brands** – scroll and select **Cinderella**
- Click **Find** – retrieve all Cinderella products in your locale
- Click **Reset** – clear all search fields

### Search by SKU (single product)

- Enter SKU **00622** (Monopoly Championship Edition)
- Click **Find**
- Show Monopoly Championship Edition **Product Results** screen

### View Product Display Page – SKU 00622 (Monopoly Championship Edition)

- Review information on **Product Display Page** that is also on the **Update Product** screen

## Edit Product

- From the Product Results screen – click **Edit – Update Product** screen

## Fields

Preview	Shows how the product will look on the Product Display Page
Field Shade	White – can edit fields Gray – cannot edit fields
Start Date	When product will be posted to Product Display Page Click in date field - <b>Calendar</b> Click <b>Now</b>
End Date	When product will be removed from Product Display Page <b>12/31/999</b> – no product end date Click in date field - <b>Calendar</b> Click <b>Dropdown</b> – show options
Archive	Retire product – does not show in product list – saved to history
Display Priority	Click <b>Dropdown</b> - Product Display Page search results priorities <ul style="list-style-type: none"><li>• 0 – primetime</li><li>• 1 – key driver</li><li>• 2 – standard product</li><li>• 3 – licensed</li></ul>

### Display Priority Overview

- Where a product is located on the **Product Display Page** within its Brand is based on numerous criteria and reflects the importance Hasbro has placed on the product
- Display Priority is the primary criteria - 0 first, 3 last
- For Products with the same Display Priority
  - Activation date – newest date first, then
  - Alphabetically A-Z - A first

### Demo Display Priority

- Product Display Page
- Top Brands – Monopoly
- The display of the Monopoly products is based on the Display Priority criteria

### Tabs

Description	The product description on Product Display Page
Keywords	Key words that relate to the product
Additional Information	Generally not used Maybe drop in a link to another resource Will not appear on Product Display Page
Age Ranges	Kids, Adults, Tweens
Awards	Awards the product has received
Related Brands	Other Brands that relate to the product
Product Categories	Categories the product belongs to
Assets	
Imagery	Manage product images on Product Display Page
Update	Save the updates to the product

### Update Product Demo

- Change Retail to **\$20.00**
- Click **Update**
- View Monopoly Championship Edition Product screen – **all GRAY fields – Edit Pending**
- Work Queue – **view Contributor’s Queue** – Describe change
- Click **Notes** – click in either field – **read Note**

**“Remember we discussed the 2<sup>nd</sup> check Approval process for all product updates”**

**“Let’s view what an Approver will see as a result of this product change by the Contributor”**

### Work Queue Approval Process Edit (Internet Explorer)

- **Work Queue** – Approver Queue – Find Product – Click **View**
- Click **Notes** – Find Product – **Click in either box** – **read Note**
- “Now the Approver needs to make a decision”

Approve	update has been accepted product is entered into the locale product list product posted to the Product Display Page
Reject	Product is not entered into the locale product list Note is created and the Contributor is informed to take action
Reject & Delete	Product is not entered into the locale product list Note is created and Contributor is informed

- Click **Approve**
  - Back to Firefox
  - Click **Helios Home Screen**
  - View product screen – Price \$20, boxes WHITE
  - Product Update completed, Product Display Page revised

**“In addition to the Update Product edit option, there are 2 additional product edit options”**

- Product Results Screen Edit
- Bulk Edit

**Product Results Screen Edit (Show only, no full demo)**

- Product - **SKU 00622** (Monopoly Championship Edition)
- **Click box to left of product name** – makes screen active to be updated
- Make an update – **Highlight 19.99** – to demo a price change
- Click Update – All fields will turn GRAY – Update Pending
- Work Queue – Contributor - view the update
- Same Approval process as we discussed before

**Bulk Edits (Show only, no full demo)**

- Allows you to make updates to multiple products at the same time which will save you time during your product update activities.
- Before doing a Find Products – Click **Reset**
- Find Products – Brand – Add Brands - Cinderella
- Check product boxes for the products to be Bulk Edited
- Demo – Click **Select None** – Click **Select All**
- After you have selected all the products to be updated - Click **Bulk Edits**
- Discuss Bulk Edit update fields
  - Limited update fields – only those product features common to all products
- Enter an update **\$20.00** – click **Apply**
- Same Approval process that we have already discussed

**Export to Excel**

- Located at the bottom of the Products screen
- Allows you to export the product list to Excel

**Product View Screen**

- Provides a view of all product information
- No edits can be done from this screen

## Actions to Add a Product to your Locale

### There are 2 methods to add a product to your locale

- Add a product from the Hasbro Master Products Database
- Clone a product from another locale to your locale (where you have rights)
- You will rarely need to add a product to your locale from scratch

### Add a product from the Hasbro Master Database (Show only, no full demo)

- Locale Tool – Products
- Confirm the locale you are adding the product to – **United States English**
- Click **Add Product to this Locale**
- Enter Product SKU, Product Planning Number, Product Licensed Item Number - click **Add**
- Work Queue – Contributor’s Queue – view the update
- Same Approval process that we have already discussed

### Clone a product to another locale

- Saves time when a product needs to be added to another locale
- Duplicate a product from one locale to another locale - this is a starting point, updates can be made to the product in the new locale as needed before adding to the locales product list
- You will have view access to all locales
- You will only be able to clone a product between locales that you have rights to
- Clone feature can be done from 3 locations in the Helios Product screen
  - Product screen Full Edit
  - Update Product screen
  - Product View screen

### Clone Product (Show only, no full demo)

- Canadian Mgr wants to clone a product from United States locale to Canada locale
- Clone **Monopoly Brand Electronic Banking**
- Products screen - select **United States English US** from the locale search dropdown
- Find Product – enter SKU **00114**
- Click **Edit** – Clone from the Update Product screen
- Show locale is English (US) - top of screen
- Clone to Locale – Click **Dropdown** - Select **Canada English** - Click **Clone**
- New Product -Canada English screen (Top Left Corner) – make any needed product updates
- Click **Add**
- Work Queue – Contributor’s Queue – view the update
- Same Approval process that we have already discussed
- Product cloned from United States English to Canada English



## **Recap of what we covered today**

- Helios Home Screen
- Find a product
- Edit a product
  - Update Product screen
  - Product Results screen
  - Bulk Edit
- Add Products to a locale
  - From Hasbro Master List
  - Clone from another Locale
- New work flow process – Contributor & Approver
- Learn More Links

**Thank You for participating in this Training Session, Please take a moment to fill out our survey.**