



Implementing a Social Feedia Internal Test

Internal Test is for an operator to initiate a test within their own facility to familiarize themselves with the technology. This also gives an Operator the ability to take the technology to their client visits to test for them and help sell the concept. There are really two reasons for an operator to do this:

- **Test the setup and technology:** A test of any size or scale will allow the operator to create a demo location and demo beacon. The Operator will be able to download the app, connect to the beacon, and scan products. A test environment will also allow them to manage inventory per location.
- **Use as a demo to show to customers:** A display in the Operators office is a great way to sell to customers, allowing for a live demonstration. The beacon can also be taken with the Operator when visiting their clients for the same live demonstration.

Most of the current Social Feedia operators did an internal test before implementing with a customer. Right now, we believe an internal test is an easy way for an operator to get started. We have a lot of interested operators who like Social Feedia but can't seem to find the time to get started. This creates an easy intermediate step to get them started. Once they set up an internal test - implementing with a customer is much easier.

There are three ways that an operator can do this:

1. Purchase a rack and source a cooler to create a Social Feedia display. This can be set up for employees to purchase.
2. Create a small "makeshift display" by using any available rack and/or cooler. This can be done with a very limited selection to test the scanning and back end. It can be offered to employees or just used a test site.
3. Many Operators already have a micro market set up in their location. They can use this existing set up to be a demo/test site.

Here are the steps to implement:

1. Social Feedia will host a training webinar to introduce you to the ADM (365's technology to maintain inventory at each of your Social Feedia locations.)
2. You will need to fill out and return these few items before a beacon can be ordered
 - a. **ACH Authorization Form** - Account where your weekly deposits will be made
 - b. **Social Feedia Monthly Subscription Form** - an agreement that you will be charged 3% of your monthly sales per location, or \$4 per location, whichever is greater.
 - c. **Provide Social Feedia with the items you would like in your Operator Catalog** or take advantage of a **Standard Operator Catalog** that Social Feedia can provide.
 - i. Item description, weight, Operator cost, Sales Price, Unit UPC, and the Operator Identifier (also known as the Light Speed identifier.)

- d. **Social Feedia Location set up form** – even if you are going to test at your office, this also tells Social Feedia/365 where to ship the beacon
3. Social Feedia will order and format a beacon with all of your information and catalog info pre-loaded. Taxes and deposits can be pre-loaded also.
- 4.** When you receive the beacon, you are now ready to begin your test location. Just plug it in where you have your test station set up. Download the SF 2.0 app from the app store. Set up an account (as a consumer), fund the account, scan a product, checkout, and enjoy!