

MADISON

PERFORMANCE GROUP

Core Systems Component Architecture

Catalog

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Scope

The following business goals are associated with the Catalog system:

- To be able to customize available items for programs
- To be able to adjust and control item pricing and markups
- To associate items with vendors

The following things (nouns) are associated with the Catalog system:

- Program
- Item
- Category
- Vendor

The following processes (verbs) are associated with the Catalog system:

- Create
- Update
- Find
- Load
- Report

The following business organizations are associated with the Catalog system:

- Operations
 - Sourcing
 - Procurement
 - Fulfillment
 - Accounting
- Customer Service
- Clients
- Vendors
- Administrators

The following business cycles are associated with the Catalog system:

- Holiday Season
- Traditional Product Release Cycles (ex. CES)
- Regular updates from Vendors

Why

What

Who

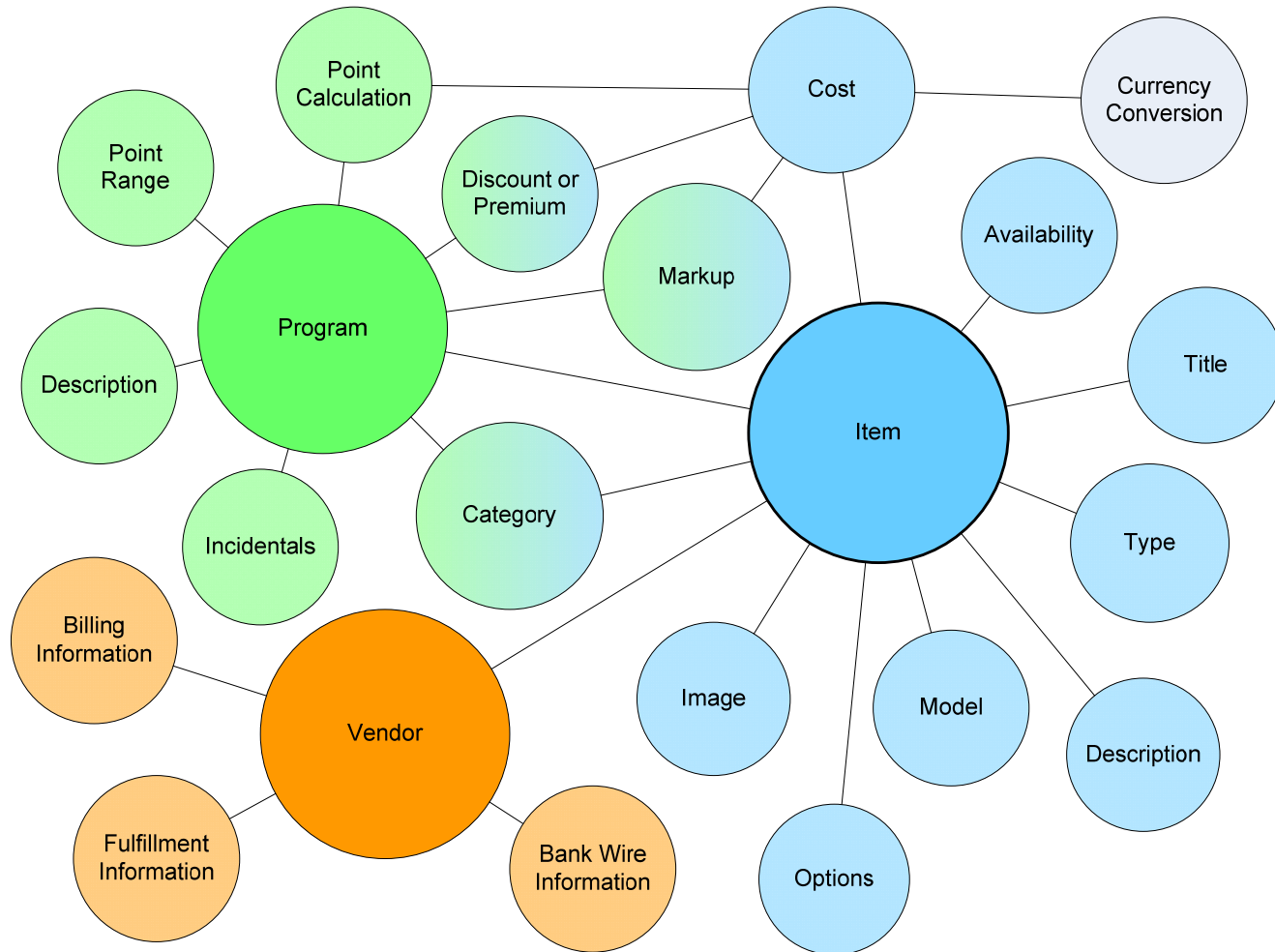
When

Master Task List

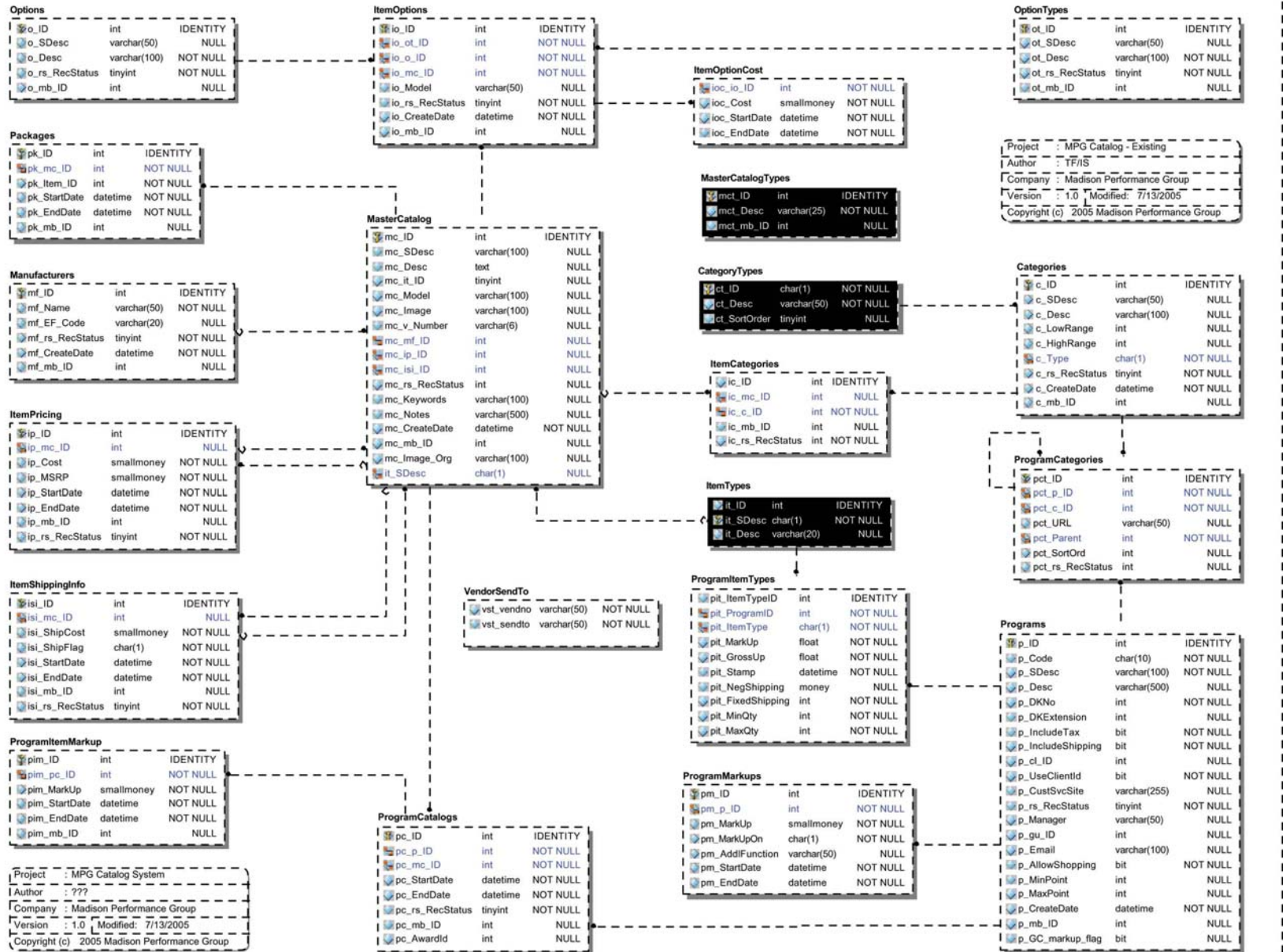
The following is a list of the business events associated with the Catalog system:

- **Create** new **client**
- Create new **program**
- Create new **item**
- Create new **category**
- Create new **vendor**
- **Associate** item with program
- Associate category with program
- Associate item with vendor
- **Update** item
 - Title
 - Category
 - Type
 - Description
 - Availability
 - Cost
 - Discount or Premium
 - Model
 - Image
- **Find** item

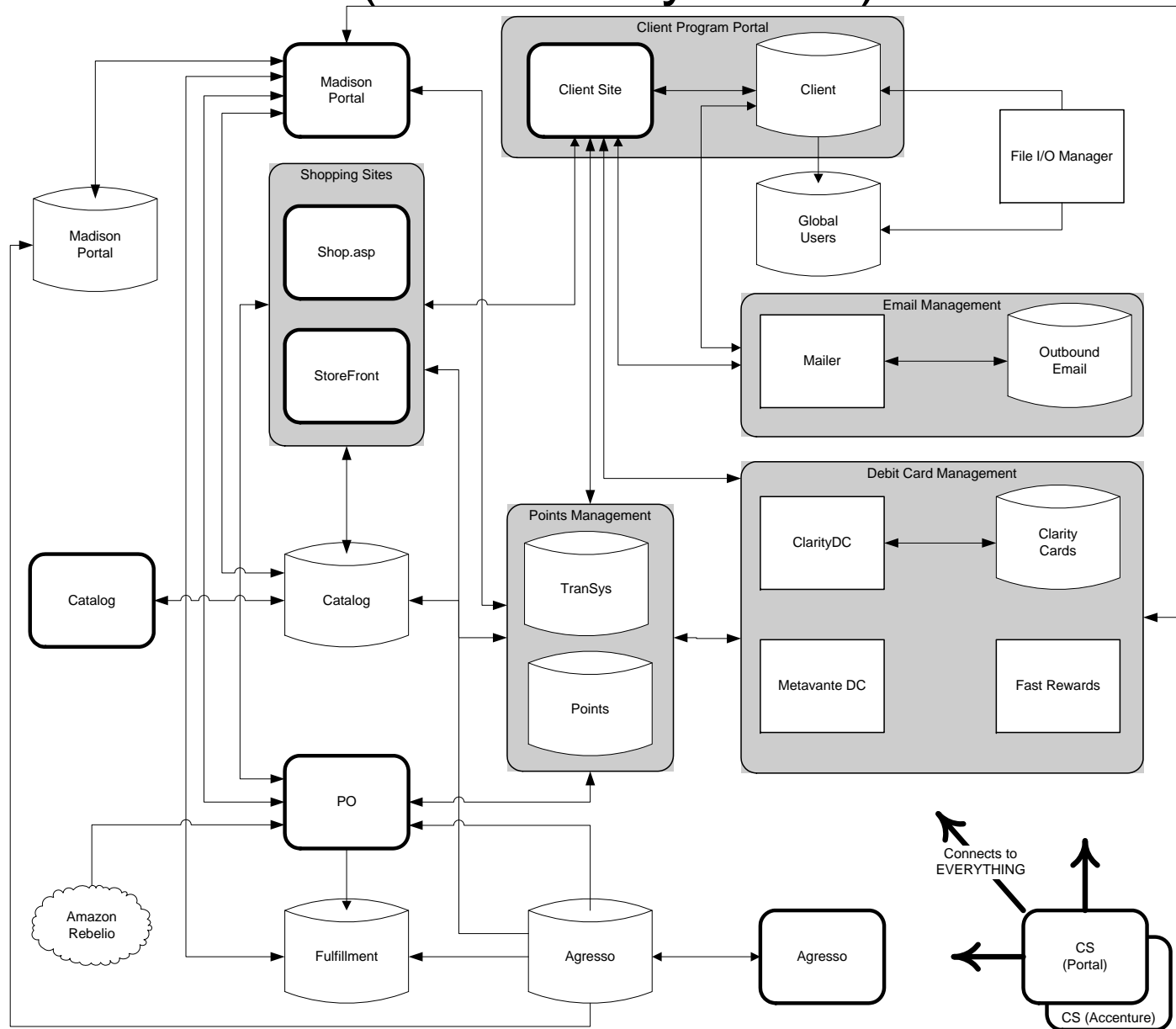
Concept Model



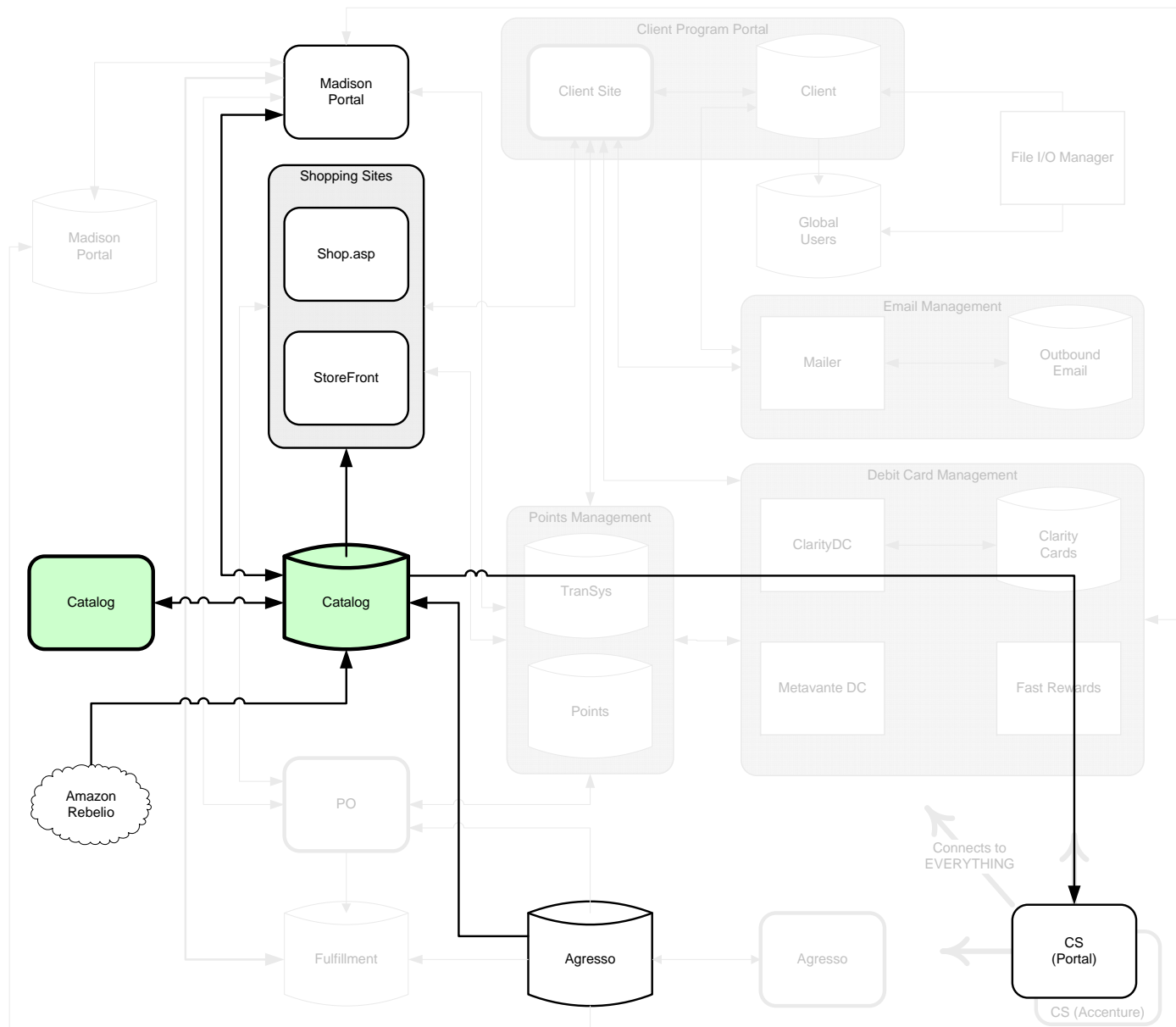
Catalog Physical Database Model (Reverse-Engineered)



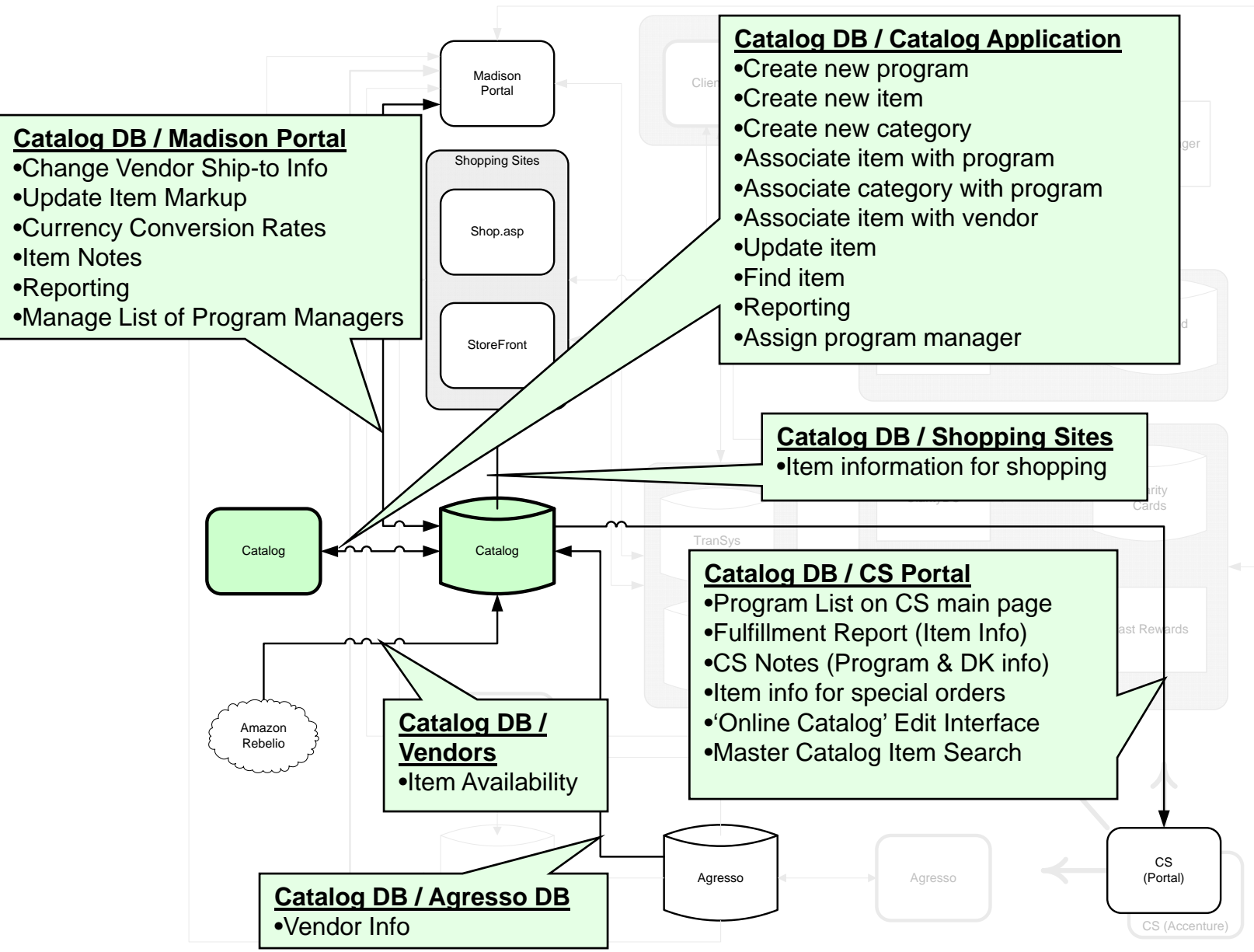
Application Model (All Core Systems)



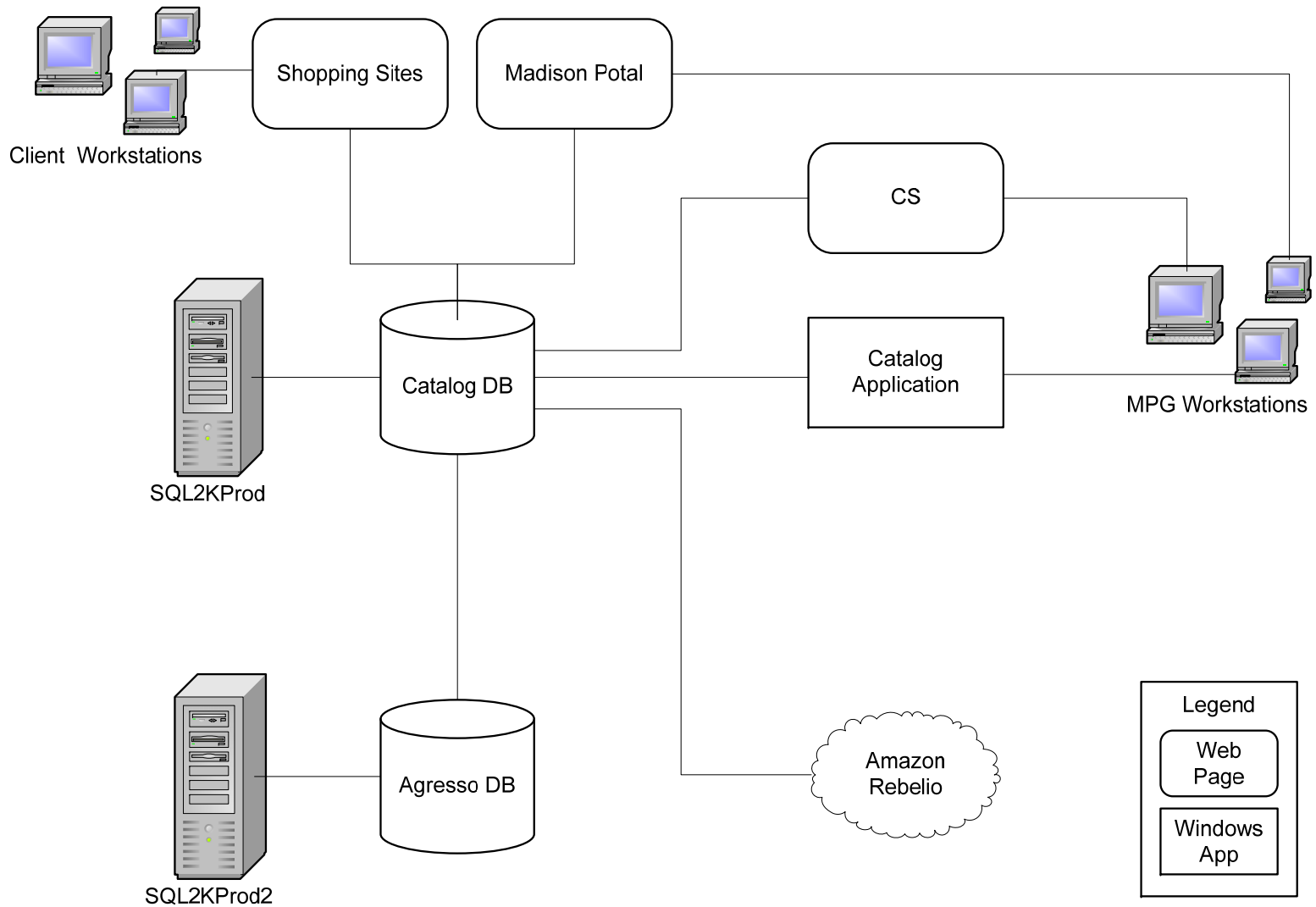
Application Model (The Catalog System)



Application Model (The Catalog System)



Technology Model



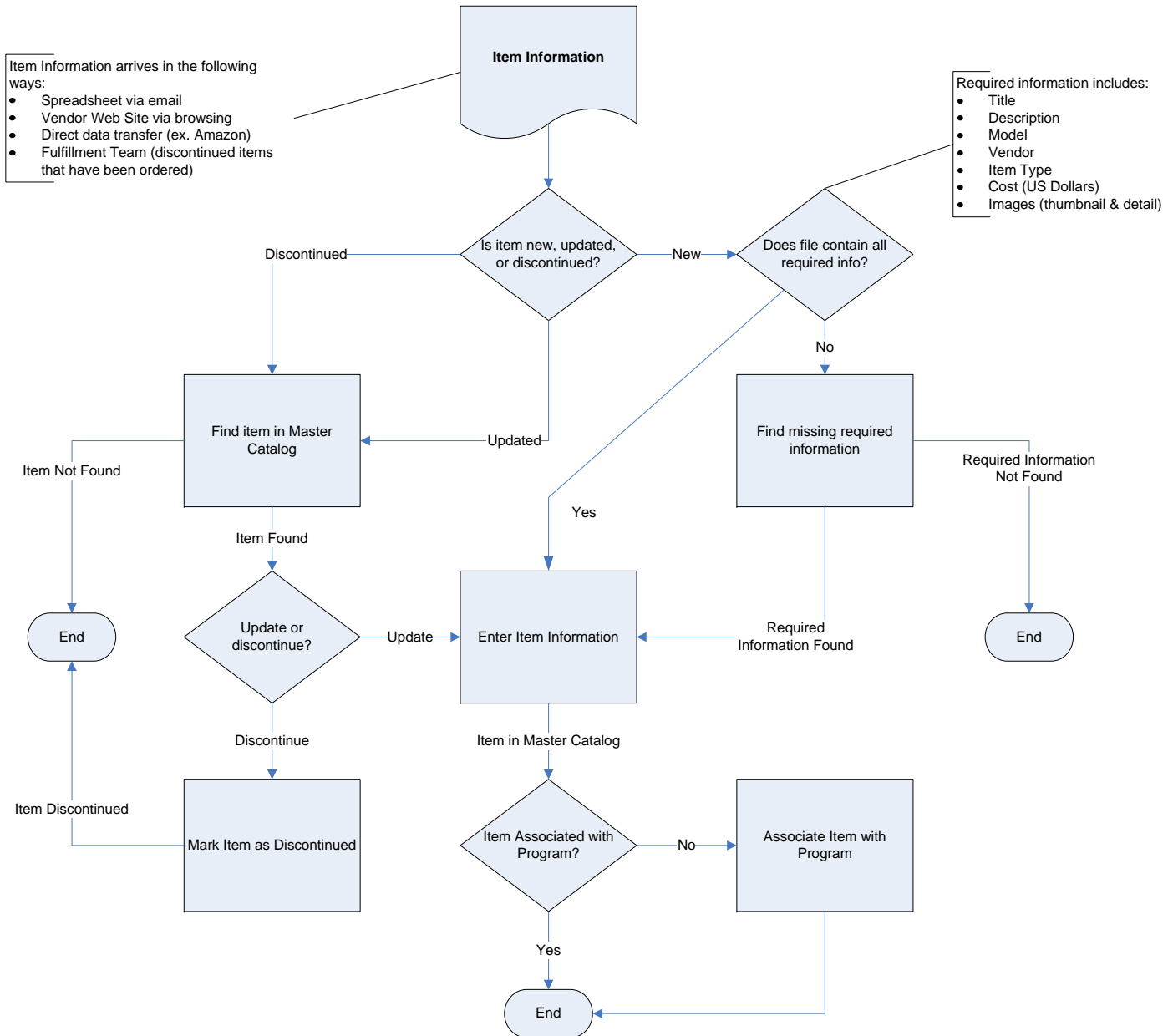
Catalog DB/Catalog Application

The Catalog Application is the primary interface for users to manage items, programs, and vendors.

- **Used For**
 - **Item Management** – Addition, modification, and association of items with vendors and programs
 - **Category Management** – Creation, management, and association of categories with programs and items.
 - **Program Management** – Items, categories and program parameters such as point calculations, markup information and the assignment of a program manager*.
 - **Reporting**
 - Redemption Report – The sourcing manager uses this report to analyze void rates and redemptions to improve vendor relationships and customer satisfaction.
 - Open Orders –
 - Item Cross-tab report –

- **Used By**
 - **Sourcing** – Manages initial setup of programs, and vendors as well as ongoing management and analysis.
 - **Procurement** – Manages day-to-day item, program, and category maintenance.

Manage Items – Manual (Work Flow Diagram)

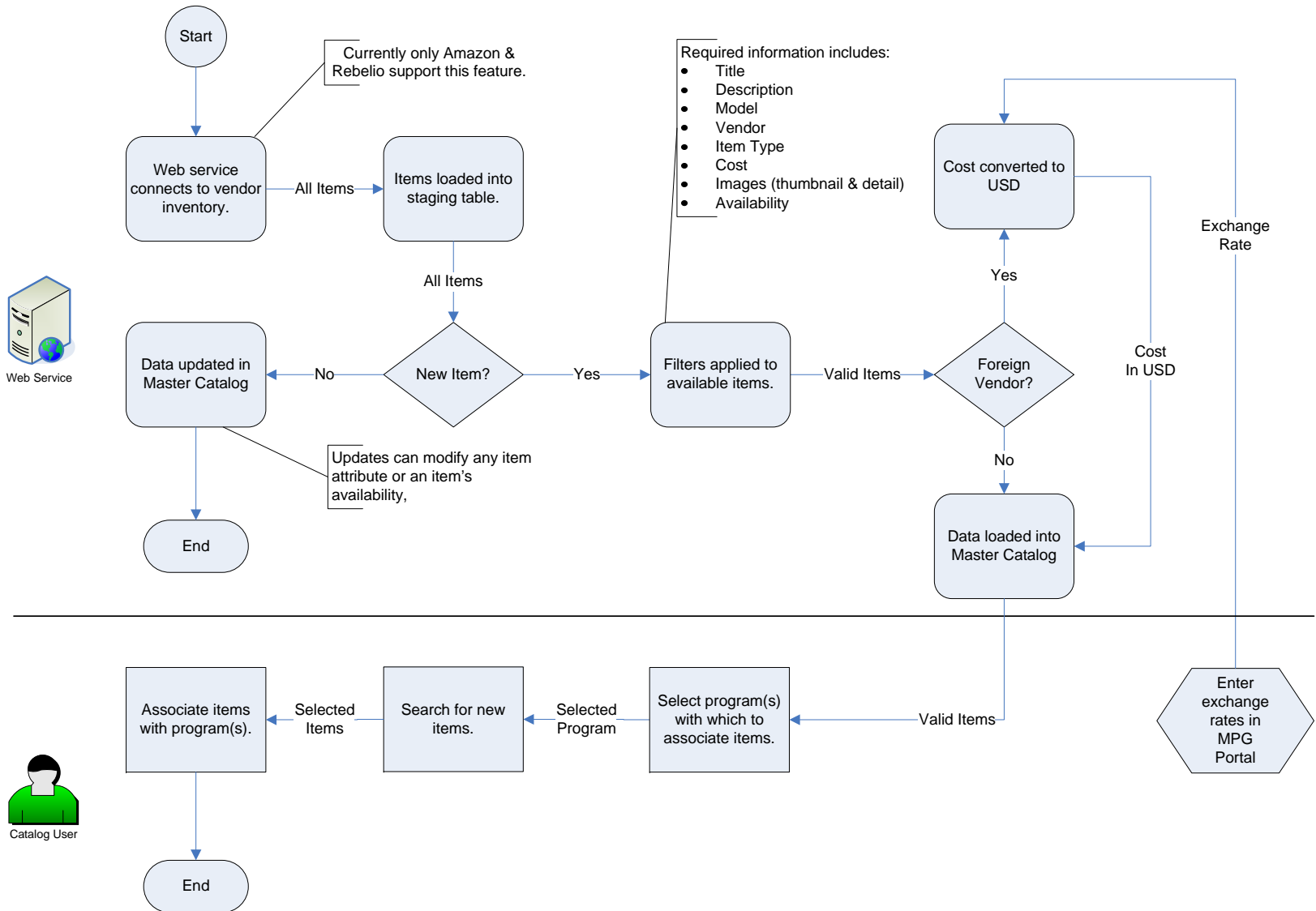


Catalog DB/Vendors

The Catalog database obtains item information directly, via web services, from vendors that support such functionality. Currently only Amazon and Rebelio support this feature.

- A web service initiates a pull of vendor item data on a regular schedule.
 - Item attributes
 - Item availability
 - Item cost
- The data received is validated and loaded into the master catalog automatically.
- Item updates occur automatically.
- New items are reviewed and associated with programs by Sourcing staff.

Manage Items – Web Based (Work Flow Diagram)



Catalog DB/Agresso

Vendors must be entered into the Agresso accounting system before they can be managed in the catalog system and their items made available to programs.

- The catalog database obtains vendor information directly from the Agresso database. This information includes:
 - Vendor ID
 - Vendor Name
 - Billing information
 - Bank Wire Information

Catalog DB/Madison Portal

The Madison Portal provides a remote access and a finer level of security to allow authorized users to perform certain functions.

- **Used For**

- **Managing Vendor Fulfillment** – Some vendors do not perform fulfillment services for the items they offer. In these cases, a “Fulfillment Vendor” is associated with the “Item Vendor.” This association is configured through the Madison Portal and the records and associations are stored in the Catalog database.
- **Entering Item Markups** – Item and markups are entered through the Madison Portal. Default program markups can be modified for individual orders and/or items or changed for entire programs. Markup changes are added to a queue that runs, via scheduler, at midnight every day.
- **Item Notes** – This feature allows for notes to be posted related to item options and availability as well as individual item orders. These notes are accessed via a report but this feature has not been used in >1 year.
- **Managing List of Program Managers** – The list of available program managers provided in the Catalog application is managed through the Portal.
- **Entering Currency Conversion Rates** – Currency conversion rates are entered through the Madison Portal. Rate changes are added to a queue that runs, via scheduler, monthly.
- **Reporting**
 - **Notes Report** – This report displays notes regarding item availability and options either by vendors or Madison staff.

- **Used By**

- **Administrators** – Due to the potential repercussions of some of the above activities, access is restricted to a limited group of administrators and management personnel.
- **Vendors** – Vendors with access to the Madison Portal may log in to manage their item information and/pr fulfillment vendor information.
- **Operations** – Operations personnel access reports and manage vendor fulfillment information.

Catalog DB/Shopping Sites

Shopping Sites access data from the Catalog database for those items associated with the program to which the logged in participant is a member. Data is not modified or written to the Catalog database.

- Used For
 - **Item Information** – All item information displayed in the shopping sites comes from the Catalog database.
- Used By
 - **Participants** – Anyone using the shopping sites accesses catalog information when browsing for or searching for items.

Catalog DB/CS Central

CS Central provides access to program and item information stored in the Catalog database. It also provides an interface to modify some information in the database as well as create custom orders.

- Used For
 - **Program Information** – The list of active and inactive programs on the CS Central home page is stored and obtained from the Catalog database.
 - **CS Notes** – Notes information is stored in the Fulfillment database. However, the Program ID and DK number resides in the Catalog database.
 - **Catalog Item Search** – The CS Central page provides an interface for searching the master catalog for items.
 - **Online Catalogs** – The CS Central page provides an interface to edit the following parameters of live catalogs:
 - Program Web Title
 - Program Email
 - Program Phone
 - Shipping Info Detail
 - Shipping Info Conf
 - ShipInfoGS
 - Min GS Denominator
 - Allow Shopping
 - Quick View Image
 - Home Page Center Logo
 - Program Logo
 - Enable Demo Login
 - Use Home Page
 - Use Live Help
 - By Request Link
 - By Request Text
 - Promo Keyword
 - Promo Button
 - Promo Image
 - Feature Pick Keyword
 - Feature Pick Button
 - Feature Pick Image
 - Debit Card Program
 - Card Logo
 - Card Transactions page text
 - Shop Button
 - Show Merchants
 - Use Exit Shopping
 - Show Welcome Name
 - Debit Card Type
 - Main Page Image
 - Card Deposit Description
 - Client Services Page Text
 - PDF Catalog URL
 - Order Confirmation Email Text
 - **Fulfillment Report** – This report
 - **Special Orders** – The vendor list provided in the Custom/Special order interface is stored in and obtained from the catalog database.
- Used By
 - **Customer Service** – CS Staff access program, order, and item information stored in the Catalog database and can potentially modify data in the catalog.