

BULLSEYE Release Notes 9/12/07

Display Custom Attributes about your Dealers on your Search Result

forms: Do you want to display the store hours or other special information about your dealers on the search page? Store Locator customers may now select any Custom Attributes they have created about their Locations on the search results page, simply by selecting them in the Store Locator Setup section. These Attributes can be displayed on the Summary page, the Details page or both. To set up Custom Attributes, click on the Setup tab, then System Settings, then Attributes. Once an Attribute has been created, the appropriate information can be filled in during the process of adding a Location or editing an existing one.

Lead Collector Service: Do you want to capture leads but don't have a need for complicated routing rules? Do you have a small sales-force that isn't geographically distributed? The Lead Collector option allows you to use all of the existing Lead Manager functionality for capturing and following up on leads but doesn't do routing. With this version of the system, you will be permitted a maximum number of locations and all leads will be assigned to all locations for follow-up. Please contact your BULLSEYE Sales Representative for inquiries about this option.

Google Maps Mashup: Over the last several years, Google's Map products have become the de facto standard for online mapping and a prime example of the collaborative capabilities of Web 2.0. BULLSEYE has provided Google mapping for individual locations since XXXX, but until now hasn't provided an easy way of showing all of the locations that match a single search on a Google map. Bullseye customers can integrate this new feature into their website either by embedding a small code snippet into their .NET applications or integrating a simple iframe for a platform agnostic solution. Both implementations can be accomplished by non-programmer personnel making for a fast and simple integration. Where a unique look and feel is required, or other more sophisticated solution is necessary, the Bullseye Implementation team can work with your organization to get the fit "just right". Bullseye also offers web service integration for organizations looking for a truly unique, custom tailored solution.

Territory Creation and Editing: New options to select all States or Countries eases the process of setting up or modifying territories.

Report Modifications: A new landing page for reports, to allow you to get to the information you need faster. New Store Locator related reports give you information about the Location Searches that your customers have performed.

New User Model introduced: In prior versions of BULLSEYE, we had 1 user associated with the different entity types in the system (Client, Rep, and

Location). Based on customer feedback, we've changed the model to permit multiple users associated with each type.

Each type of entity can now have multiple users associated with it. With each type, there are 3 kinds of users – Admin Users, System Users and Service Users. Users are distinguished by different capabilities in two primary areas – the ability to Add, Edit and Delete entity types and the ability to Add and Delete users associated with those entities as shown in the two figures below:

Entity Creation/Management Privileges

- A = Add
- E = Edit
- D = Delete

Role/Entity	Rep	Location
Client Admin	AED	AED
Client User	AED	AED
Rep Admin		AED
Rep User		E
Location Admin		
Location User		
Service User		

User Creation/Management Privileges

- A = Add
- D = Delete

Role/ Target Role	Client Admin	Client User	Rep Admin*	Rep User	Location Admin*	Location User	Service User
Client Admin		AD	AD	AD	AD	AD	AD
Client User			AD	AD	AD	AD	AD
Rep Admin				AD	AD	AD	
Rep User						AD	
Location Admin						AD	
Location User							
Service User							

*Rep Admin and Location Admin users are created automatically when the Rep or Location are created, rather than explicitly through the Add User function.

All users have the ability to change their own username (email address) and password, while higher user types have the ability to reset a lower level user's password. Resetting a password sends an email with a system generated password to the affected user's email address. The user may then log in and change it if desired.

The ability to reset passwords is summarized in the table below:

Role/ Target Role	Client User	Rep Admin	Rep User	Location Admin	Location User	Service User
Client Admin	Y	Y	Y	Y	Y	Y
Client User		Y	Y	Y	Y	Y
Rep Admin			Y	Y	Y	
Rep User				Y	Y	
Location Admin					Y	
Location User						
Service User						

Service Users: These users are a special role for systems which are intended to use the BULLSEYE web service API only. As such, they have no access to the web site itself and no privileges with regard to entity creation or management, except as may be permitted through the API itself.