

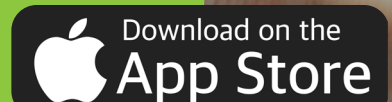
ystem.

your digital event manager



User manual

The interactive scan-app:
your digital event manager



Lets get started

How to install and use YDEM

YDEM enables you to create and manage a personal database of all the information that you've gathered at an event. It allows visitors to scan any product or person at an event and save the collected information in well-arranged lists within the YDEM-app. Exhibitors can obtain an overview of their scanned leads- and the visitors that have scanned their products. After you've scanned a person or product you can excel-export the results instantly! **Let's get started.**



First of all, install the latest version of the YDEM-app via the Google Play Store or via the App Store.

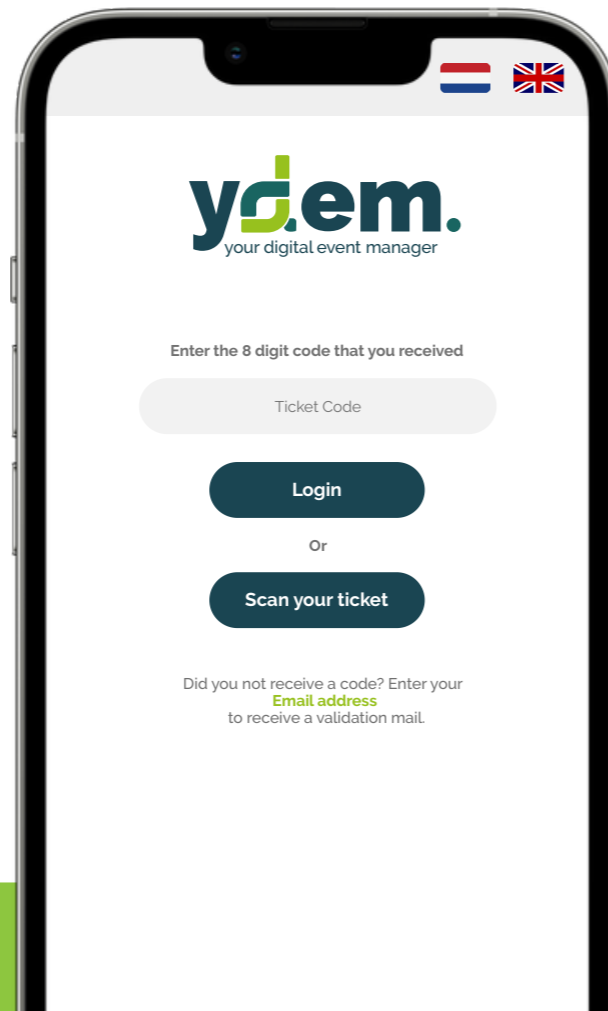
Step 1. Download the YDEM-app from the App store or Google Play store on your phone/tablet.

Step 2. Go to the Event Planner, log in and navigate to the lead scanner to create your users. When you fill in the users, the system automatically generates an 8-Digit Code that gives you access to the app.

Step 3. Open the YDEM-app and login using the 8-Digit Code.

First things first: activate the YDEM-app using the 8-digit code

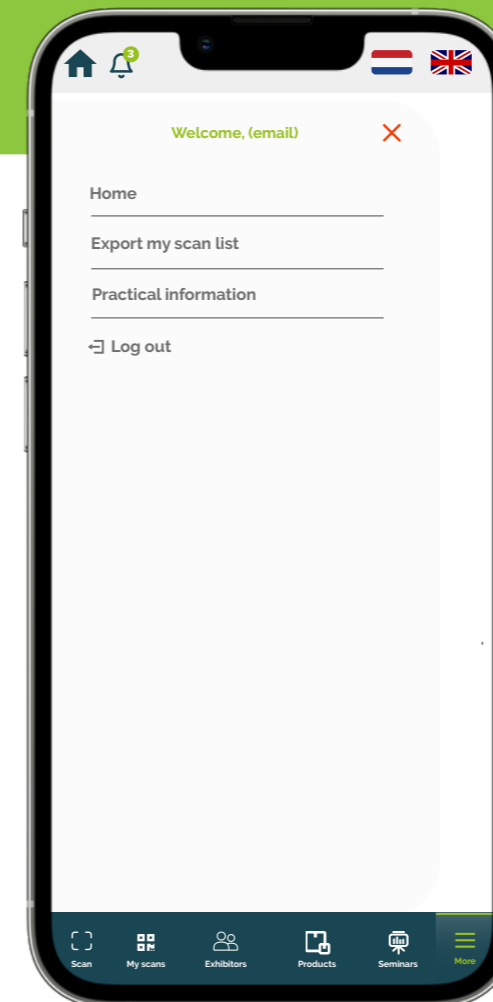
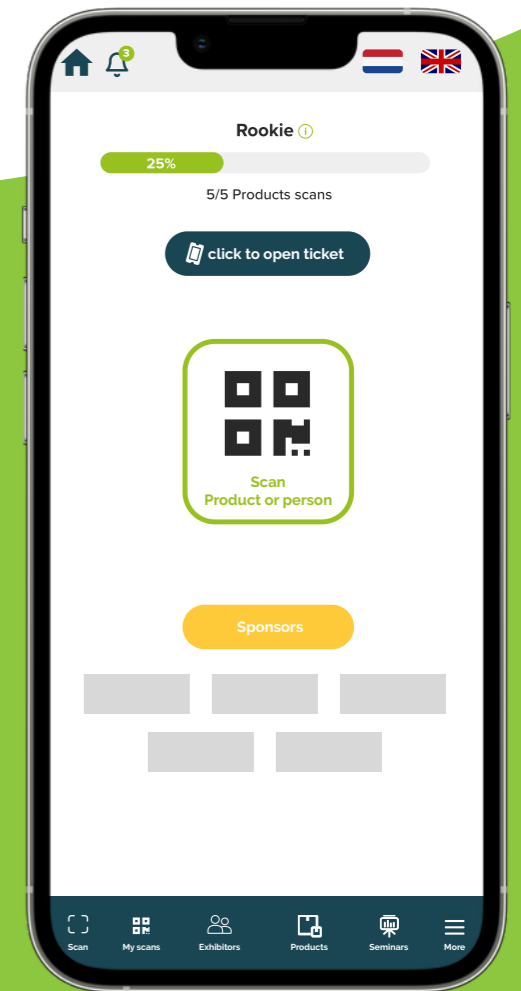
1. The scan app works on Android and IOS.
2. The scan app retrieves data from our database in real-time, for this you need your phone or tablet be connected to the internet, via Wi-Fi or mobile data.
3. To use the mail function in the app, the mail function must be on your phone or tablet to be activated.
4. Because of the handyness and the possibility to switch between Wi-Fi and mobile data, we recommend to use a phone instead of a tablet. When using a tablet, make sure the rotation function is turned off.



The home screen

The app opens in the home screen, from this point you can decide what action you want to take:

- The **scan product or person (and 'scan')** button takes you to the scan screen.
- The **my scans** button takes you to the lists of visitors and products you've scanned.
- The **exhibitors** button takes you to the exhibitor list.
- The **products** button takes you to the product list.
- The **seminars** button takes you to the seminar overview.
- The **more** button takes you to the three bars screen.



The three bars screen

- **Home** takes you back to the home screen.
- **Export my scan list** sends three excel files containing
 1. the lists of scanned persons,
 2. a list of visitors who have scanned your product / want to get in touch with you and
 3. the products that you've scanned yourself from other exhibitors.
- **Practical information** displays the practical information of the event.
- **Log out** goes to intermediate screen where you are asked again to confirm logging out.

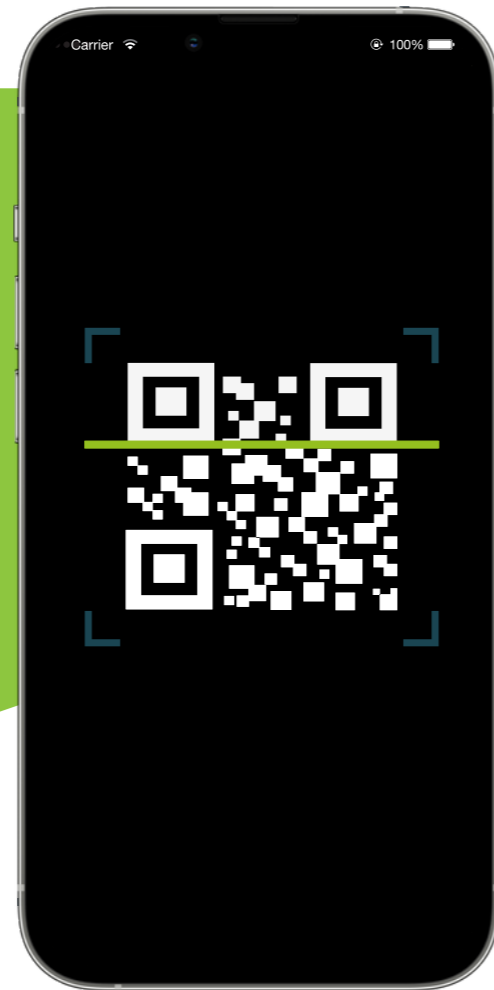
The scan screen

The app opens in the home screen, from this point you can decide what action you want to take:

- The optimal scanning distance between your lead scanner and the visitor badge you want to scan is 10-15 cm.
- Align the frame exactly around the barcode, so that the frame is on the edges of the barcode. See the image below.
- On the last page you will find 3 test barcodes to try out the scanning.
- The **Flip** button allows you to scan with the front of your phone or tablet.
- The **Flash** button turns on your **Flash**.
- The **Cancel** button returns you to the home screen.

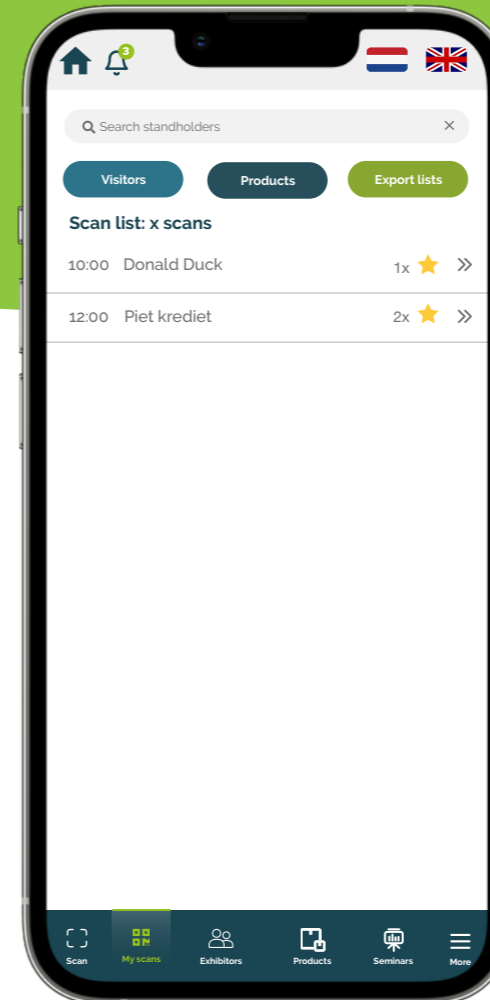
Attention:

Scanning a barcode from a digital screen may take longer. Bright LED lighting in stands can make scanning a barcode more difficult.



The star rating

You can assign 1 to 5 stars to each lead. Think in advance what the stars mean to you. For example: importance of follow-up, quality of conversation, company/customer size. Discuss this with your team so that everyone has the same qualification.



The scan list

Pressing the time line takes you to the notes screen. Here you can:

- Send direct mail to the visitor.*
- Assign the number of stars.
- Make a note.
- Continue to the custom questions using your own questionnaire (see the custom questions).
- Assign stars and notes using **save**. Return to the previous screen with **back**. Delete the scan using **delete**.

*Note: E-mail works via the e-mail program on your phone/tablet. After you've captured the notes, you can later go back to the notes screen and edit/change the notes or the number of stars.

Attention:

Adjustments can only be made by the user who has scanned the visitor. Colleagues can view the note but cannot edit it.

My scans screen

From the home screen, press **my scans**.

Under **visitors** you will see:

- A list of all visitor scans, including the scans of your colleagues.
- The time of the scan.
- The name of the visitor.
- The number of stars you have awarded.
- In the excel list you can see which colleague has made which scan, you cannot see this in the app.

Under **products** you will see:

- A list of all product scans you've scanned yourself.
- The name of the product.

When you click on **export lists**, an email with the visitor and product scans will be sent directly to your email address.

Custom questions

Step 1. Log into the Event Planner.

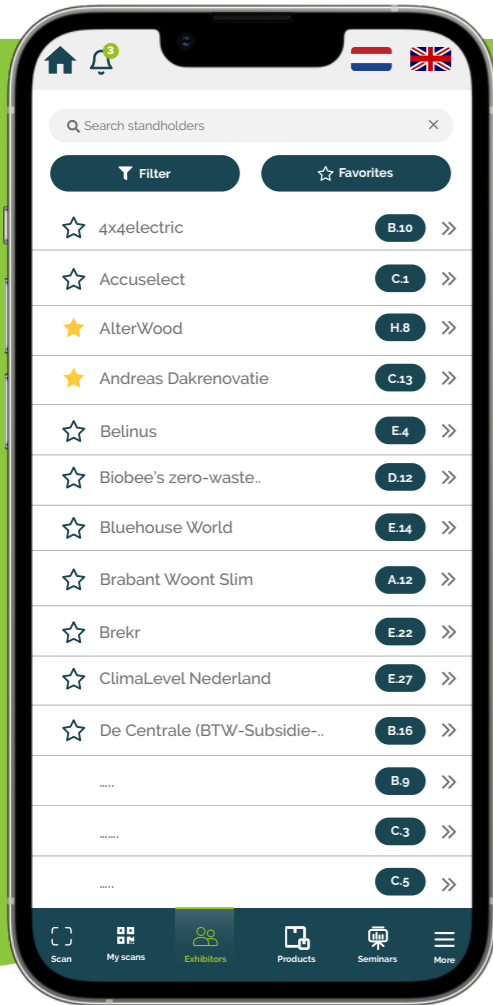
Step 2. Go to **costum lead scanner questions**.

Step 3. Choose short questions or descriptions that you can **tick on** and press **save**.

Examples of **costum lead scanner questions** are: follow-up questions such as: calling, sending a quote, visiting. Or regional questions to transfer a customer to another location. You can now directly label visitors to simplify follow-up.

Step 4. Log into the YDEM-app and see your customized lead scanner questions.

The exhibitors lists



- Behind the **exhibitors** button you will find the exhibitor list including your own company listing.
- **Search exhibitors** based on your own search criteria.
- **Filter** based on your selection.
- Clicking **star** will display the exhibitor in FAVORITES.
- Click on **exhibitor** to show company profile incl. the products uploaded by the exhibitor.
- In company profile you can also save the company as a **favorite** by pressing **add to favorites**.
- **Back** takes you back to exhibitor list.

The favorites list

- When you click on **favorites** your favourites list will be displayed. To return to exhibitor list. Click on **all exhibitors**.

Seminars

The **seminars** button takes you to the overview of seminars. View seminars & add as favourite. When you select a favourite seminar you will receive a notification 10 minutes before the seminar starts. **all favorites** seminars are shown at **my selected seminars**.

User Data protection

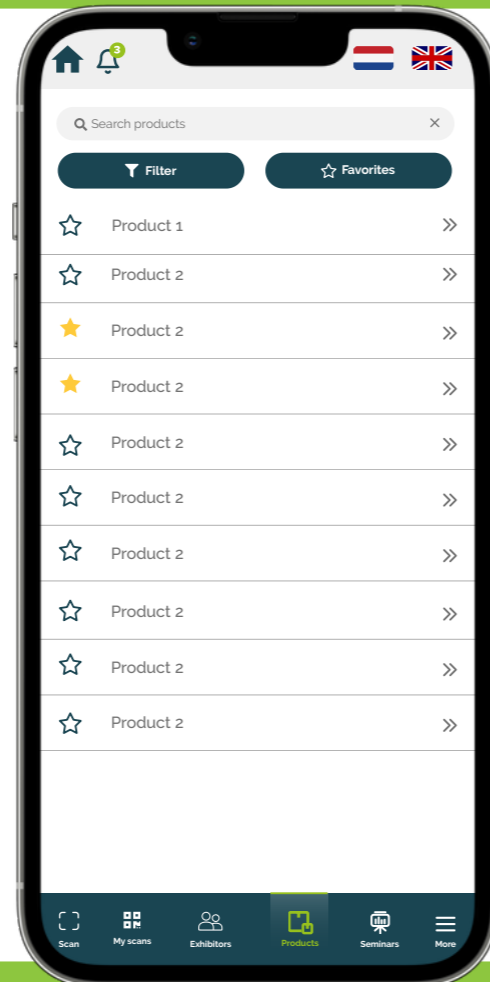
The **visitorslist** is the collective list of all scans by all users of one company. So a user can view another user's scan/visit note. Only the user who made the scan and the note can add to or change the note afterwards. Every user can send an excel list to his own e-mail address at any time.



The products list

Behind the **products** button you will find the productlist including your own uploaded products.

- **Search products** based on your own search criteria.
- **Filter** based on product groups.
- Clicking **Star** will display product in Favorites.
- Click on product to display product information.
- On product page, you can also save the product as a **favorite** by pressing **add to favorite..**
- **Back** takes you back to productlist.



Now it's your turn!

We have made two examples to help you get used to the system. Below you will find a QR code of a product and a barcode of a badge. Activate the app and scan the codes to familiarize yourself with the system. Are you running into difficulties? Send an email to info@ydem.nl



Product



Badge

ys.em.

your digital event manager

By registering, each visitor gives permission for his/her name and address and contact details to be included in our database. You should ask permission before scanning anyone. Every visitor can unsubscribe from newsletters and/or have their data removed at any time. The list of visitors scanned by you is confidential and will be sent by Good! BV are not made available to third parties. All content of these pages, such as texts, graphics, logos, buttons, audio clips and software is the property of Good! BV and is protected under Dutch and international copyright law. The scanning application has been with the utmost care. Nevertheless, Good! BV cannot be held liable for any errors and no rights can be derived from its content. Dutch law applies to all services of Good! BV. Visit our website for the complete privacy statement.

