

Release Notes

Version 7.1

EN

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1 Administration

1.1 Fusion UX Logic

As of Version 7.1, it is possible to import web components into the BrandMaker system and call them up at various points, so-called slots, in the modules. This allows, for example, data from third-party systems to be displayed in the BrandMaker system.

The administrator imports the web components under *> Administration > Fusion > UX Logic > Component Administration*. Under *> Component Usage*, the administrator defines the usage of the components. Users have access to these pages if their role is assigned the `MANAGE_FUSION_APPS` permission.

For technical details on the web components, please refer to the [BrandMaker Developer Portal](#). Documentation will be deposited on the portal in the coming weeks.

1.2 Other functional extensions and changes

Feature	Description
Default background image	In Version 7.1, a new default background image is stored for the login page of the BrandMaker system.
Management of organizational units	In Version 7.1 the settings <i>Head of unit</i> and <i>External</i> are removed.
Management of the working hours	In preparation for functionality that will be introduced in the Job Manager module in Version 7.2, users will be able to access the <i>Working Hours</i> and <i>Work Calendar</i> pages in their own settings as of Version 7.1. In addition, data from the Working Hours page will be integrated into the export and import of user data.
Removed right	The right <code>MANAGE_TEXTS_FROM_RESOURCES</code> was previously displayed in the rights management, but had no function. In Version 7.1, it is completely removed from the interface.
Immediate download of an export	Previously, when an export of modifiable structures was triggered, the user had to wait until the export was complete and then manually trigger the download. As of Version 7.1, the file is downloaded immediately after the export is completed. The user receives a corresponding notification in the bell icon menu.
Page <i>Text Modifications</i> removed	Note that the <i>> Administration > System Configuration > Text Modifications</i> page is removed.

2 Marketing Planner

2.1 Orders: Blanket orders and release orders

In Version 7.1, the order function has been enhanced and extended. In addition to the standard orders already used, it is now possible to map blanket orders and create release requests based on them. The previous order function remains in place; such an order is referred to as a *standard order* as of Version 7.1.

How it works

With blanket orders, the Marketing buys a large package of services without knowing when and how they will be used within the company. An example is airtime for commercials at a TV station, which is purchased once a year to get better prices.

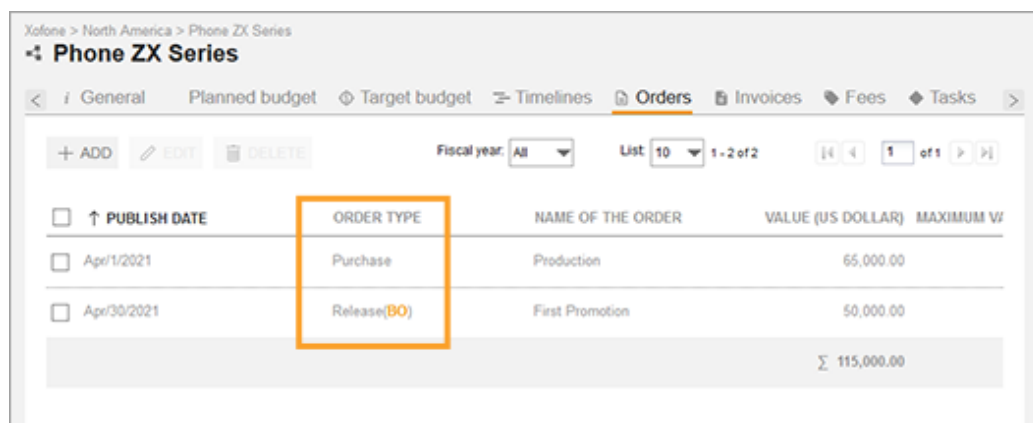
When it is clear how the purchased resources will be used, a release order is created to use money from that blanket order. The remaining value of the blanket order is then reduced by the amount used for the release order.

Blanket orders have the same data as standard orders with one exception: instead of entering the value, the maximum value is entered for a blanket order and the remaining value is calculated. The remaining value is calculated as the maximum value minus any assigned release orders.

Release orders also have the same data as standard orders with one exception: A release order must always be assigned to a blanket order. In addition, the blanket order must be created for the same or a parent element that is in a direct path to the element where the release order is created. Another condition is that the elements of the blanket order and the associated release orders must have the same working currency.

Display in the detail view

All order types are displayed in the detailed view on the *Orders* tab:



The screenshot shows a software interface for the 'Phone ZX Series' with the 'Orders' tab selected. The table below displays the order data:

<input type="checkbox"/>	↑ PUBLISH DATE	ORDER TYPE	NAME OF THE ORDER	VALUE (US DOLLAR)	MAXIMUM W
<input type="checkbox"/>	Apr/1/2021	Purchase	Production	65,000.00	
<input type="checkbox"/>	Apr/30/2021	Release(BO)	First Promotion	50,000.00	
				Σ	115,000.00

For blanket orders, the number of assigned release orders is displayed in parentheses. Clicking on the number opens a list showing details of the release orders:

Xofone > North America

North America

< i General Planned budget Target budget Timelines **Orders** Invoices Fees Tasks >

+ ADD EDIT DELETE Fiscal year: All List: 10 1 - 1 of 1 1 of 1

<input type="checkbox"/>	↑ PUBLISH DATE	ORDER TYPE	NAME OF THE ORDER	VALUE (US DOLLAR)	MAXIMUM VALUE (...)
<input type="checkbox"/>	Jan/1/2021	Blanket (3)	TV1		500,000.00

Release orders for TV1, Σ 165000.00

Name/Path	Publish date	Value
Xofone > North America > Phone ZX Series First Promotion	Apr/30/2021	50,000.00
Xofone > North America > Phone Air Series TV-Spot	May/12/2021	40,000.00
Xofone > North America > Phone Q Series TV-Teaser	May/20/2021	75,000.00

Σ 335,000.00

Administratrate

When creating an order, the user must decide which type of order to create: Standard, Blanket or Release. According to the selection, the required fields are displayed in the create dialog.

To ensure that data can be mapped consistently, note the following conditions: Blanket orders cannot be deleted as long as at least one release order is assigned. Also, years that contain elements with blanket orders and assigned release orders cannot be deleted. Before deleting, all assignments of release orders must be deleted.

The publication date of a created blanket order with assigned release orders must not be outside the runtime of the planning element. Therefore, a corresponding reduction of the runtime is not possible.

Furthermore, planning elements with blanket orders or release orders cannot be moved or copied.

Export and import

Blanket orders and release orders can be exported. An import is possible for release orders.

Calculation of budget data of the *Committed* type

As of Version 7.1, budget data of the *Committed* type is calculated from the respective sum of the values of the standard orders, the remaining values of the blanket orders and the values of the release orders. This affects the following functions:

- Budget columns of the budget view
- Data in formulas
- Calculated KPIs
- The following reports:
 - Project budgets
 - Budget comparison
 - Tabular report

2.2 Planned budget

Previously, planned budgets could be entered for each month or the entire year in the budget view. With Version 7.1, it is possible for users to document the history of planned budgets. This allows users to see how the planned budget is made up for a given period, for example:

- 01 April: Initial budget - total: \$10,000
- 14 April: Budget reduction due to unforeseen events - -\$6,000; total: \$4,000
- 17 April: Renegotiation - +\$1,500; total: \$5,500.

The user performs this new type of plan budget management in the Detail View on the new *Planned Budgets* tab:

PUBLISH DATE	CREATION DATE	INITIAL	ADJUSTED	DELTA	COST TYPE	C...	IMPORTED
							Initial
							10,000.00
Apr/1/2021	Apr/1/2021	10,000.00					
Apr/14/2021	Apr/14/2021		4,000.00	-6,000.00	TV Ads		
Apr/17/2021	Apr/17/2021		5,500.00	+1,500.00			
							Adjusted
							5,500.00

At the top of the tab, the user switches between viewing monthly and annual planned budgets.

In parallel, there is an option to open a dialog directly in the budget view by double-clicking on the planned budget cell. In the dialog, the user enters a delta for the planned budget. The user can also access the editing dialog from the cell's context menu.

When adding the planned budgets, the publication date decides for which year or month the plan budget is valid. The creation date determines the day of the decision.

Note that it is possible to use the planned budgets as in previous versions. Which way of working is used in your company is defined by the administrator under > *Marketing Planner* > *Settings* > *Budget* in the *Enter plan budget setting in the budget view*.

Export and import

Plan budgets can be exported and imported, both in full and delta upload. Note that from version 7.1 for plan budgets, each budget change (each initial budget and each delta) is imported individually.

Using the correct plan budget data

As of Version 7.1, the total amount of the plan budget in the respective period is used in various places. This affects the following functions:

- Budget columns of the budget view
- Formulas: In formulas, the <Planned (total)> date uses the total amount of the annual plan budget.
- The following reports:
 - Project budgets
 - Budget comparison
 - Tabular report

2.3 Other functional extensions and changes

Feature	Description
E-mails in the HTML format	<p>As of Version 7.1, the <i>Marketing Planner</i> module sends e-mails via the central service in the system. This allows an administrator to customize the e-mails, which are stored as HTML templates under > <i>Administration</i> > <i>Look & Feel</i> > <i>E-mail templates</i> or to have them translated into other languages.</p> <p>With this change, the <i>E-mail Name</i> and <i>E-mail Type</i> system settings are no longer required. Please observe Chapter 12.1.</p>
Deleting dimension values	<p>Previously, it was not possible to delete dimension values under > <i>Marketing Planner</i> > <i>Settings</i> > <i>Dimensions</i> if the value was already assigned to a planning element. This behavior changes fundamentally with Version 7.1: Now it is possible that a dimension value can always be deleted. If the value is already assigned to elements, the value will be deleted from all elements. Note the special features for weighted multiple selections: If a weighted multiple selection value is deleted, all elements to which this value was assigned will have all other values of this dimension deleted as well.</p>
Change of the displayed year	<p>With Version 7.1, it is possible to switch between the displayed years with arrow keys. The arrow keys are displayed next to the year selection list.</p>
Attachments in the tabular report	<p>As of Version 7.1, attachments can be included in the tabular report. An attachment is displayed with name and download link in one line.</p>

Feature	Description
Display of the calendar	Previously, the calendar was always loaded with the last used period when opening it. As of Version 7.1, the user is given the option to either keep it that way or to display the calendar with the current date on the left side of the calendar. In this case, the last zoom factor set will be used.
Deeplinks to filtered views	Since Version 7.0, it is possible to copy links to filtered views. With Version 7.1, the function is extended: Links now automatically point to the view in the year that was selected when the link was created.
Display of dimension ID	As of Version 7.1, the <i>ID</i> column can be displayed in the dimension tables both in the detail view and under <i>> Marketing Planner > Settings > Dimensions</i> . The column displays the dimension ID.
Changing the planning type	As of Version 7.1, the planning type of the year can no longer be changed if at least one budget value is entered.
Setting <i>Automatic totals</i>	As of Version 7.1, the <i>Automatic totals</i> setting under <i>> Marketing Planner > Settings > Budget</i> can only be changed when setting up the system. Once budget data has been entered, the setting can no longer be changed.
Setting of the <i>Periods in the budget view and the export of the budget view</i>	The <i>Periods in the budget view and the export of the budget view</i> setting is displayed as of Version 7.1 under <i>> Marketing Planner > Settings > Budget</i> .
Alignment of column names in table header	For better readability, as of Version 7.1, the column names in table headers are right-aligned for text entries and left-aligned for number entries.
UX improvements in the <i>Settings</i> area	In version 7.1, the pages in the Settings section are revised for better usability. This changes some sequences of actions in this area. For details, refer to the manual. Note Due to the changes, the option to show or hide columns in the tables of this area is no longer available.

2.4 Critical function changes

Note that the UX improvements in the Settings area remove the ability to show or hide columns in the tables in this section.

3 Media Pool

3.1 Other functional extensions and changes

Feature	Description
Rendering schemes for default publication channels	If an asset on the default publication channels <i>Create public links</i> and <i>Share asset via SEW, MPM or CEA</i> actively select a rendering scheme. As of Version 7.1, a default rendering scheme is preselected in the system. However, when updating to Version 7.1, rendering schemes already set by the administrator for these channels are not changed.

4 Brand Template Builder

4.1 Links in online templates

As of Version 7.1, designers can set the *href* value for selectors in the *property* setting. This enables correct resolution of links in online templates.

4.2 Other functional extensions and changes

Feature	Description
Improvements for formula variables	<p>Version 7.1 includes the following improvements for formula variables in INDD and HTML templates:</p> <ul style="list-style-type: none">• Text can now be entered in rich text format, i.e. symbols and formatting can be added to formulas.• If the <i>Modify and Alternative Elements</i> or <i>Alternative Elements Only</i> editing options are enabled for the formula field in step 4 of template design, the document creator can overwrite the formula result. If the <i>Hide</i> editing option is enabled, only the formula result can be displayed.

5 Job Manager and Marketing Data Hub

5.1 Other functional extensions and changes

Feature	Description
Extended tables	<p>In Version 7.1 extended tables have been extended by the following functions:</p> <ul style="list-style-type: none"> • Mandatory entries: In extended tables it is possible to oblige the user to enter data in columns. For this purpose, the administrator can mark the corresponding variables as mandatory variables. • New variable <i>Action button</i>: An action button has been integrated in the table. Users can use the button to call up customer-specific functions. The button is not displayed in a column like other variables, but the user reaches the button when a row is in edit mode.
Comfort grids	<p>In comfort grids, as of version 7.1, it is possible to require the user to enter data in columns. For this purpose, the administrator can mark the corresponding variables as mandatory variables.</p>
Layout for displaying assets	<p>In Version 7.1 the display of assets in a datasheet has been adapted to the display in the <i>Media Pool</i> module</p>
Revised API	<p>Parts of the API interface for processes have been revised in version 7.3. Please refer to the documentation on our Developer Portal for details.</p> <p>Note: This feature is a merge from version 7.3. It is not integrated in version 7.2 and is only available in the product as of version 7.3.</p>

6 Review Manager

6.1 Other functional extensions and changes

Feature	Description
Change color for text highlighter	As of version 7.1, the color of the highlighter can be changed.

7 Dashboard

Feature	Description
Vertical alignment	As of version 7.1, vertical alignment can be enabled in the settings of a board. When vertical alignment is enabled, widgets are automatically positioned upwards on previously free spaces. Note that this does not change the horizontal orientation of a widget, but only moves the widget vertically upwards, either until it touches another widget on at least one grid element or until it reaches the top of the board.
Placeholder widget	Version 7.1 introduces a placeholder widget. The placeholder widget allows the user to create free spaces on a board for design reasons.

8 BrandMaker Mobile

Feature	Description
Saved search queries	As of Version 7.1, the user can save executed searches and call them up again at any time. This gives the user the ability to re-execute frequent or complex searches easily and efficiently.
German interface for iOS	The app can also be displayed in German in the iOS version.
Simplified login	Since <i>.brandmaker.com</i> has to be entered as part of most domains when logging into the app, the login screen displays this part as of Version 7.1. The user can easily select <i>.brandmaker.com</i> with one click.
Optimization of the comment display	The display of comments in the Elements detail view has been improved in Version 7.1. Instead of <i>Display comments</i> the text <i>Add and Show Comments (_number-of-comments_)</i> is displayed.

9 Smart Access

Note that the *Smart Access* module will be discontinued in an upcoming version. Therefore, check a migration to the *Dashboard* module in a timely manner/

10 Marketing portal

In version 7.1, the Marketing Portal uses Magnolia version 6.2.2. The release notes of Magnolia version 6.2.2 can be found [here](#).

10.1 Critical feature changes

Please note that version 7.0 originally used Magnolia version 6.2.3. Due to a Magnolia bug, BrandMaker had to make an adjustment here and switch to Magnolia version 6.2.2.

11 Rights

11.1 Administration

In Version 7.1, the following right has been introduced.

Name	Description
MANAGE_FUSION_APPS	The user can call up and edit the > <i>Administration</i> > <i>Fusion</i> > <i>Fusion UX</i> > <i>Component Administration</i> as well as the > <i>Administration</i> > <i>Fusion</i> > <i>Fusion UX</i> > <i>Component Administration</i> pages.

12 System Settings

12.1 Marketing Planner

With Version 7.1, the following system settings have been removed in the Marketing Planner module:

System setting	Description
E-mail name	If the Marketing Planner sends a message, then the entered name is used as a placeholder.
E-mail type	Select whether the Marketing Planner sends HTML emails or text emails: Enabled = Marketing Planner sends HTML emails. Disabled = Marketing Planner sends text e-mails.

13 Database changes

Please read this chapter carefully and thoroughly if you use Reporting Center to generate reports. In this chapter we describe database changes that may enable the generation of new reports or prevent the correct generation of existing reports when updating to a new version.

13.1 Marketing Planner

Table	Change	Explanation
ma_annex_sunk_cost	Columns <i>type</i> , <i>parent</i> , <i>max_value</i> and <i>count</i> added	The change refers to the <i>blanket and release orders</i> feature.
ma_annex_planned_year_budgets	Table added	The change relates to the <i>Planned budget</i> feature and allows multiple planned budgets to be saved per year or month. The sum of the planned budgets for a given year/month will still be stored in the <i>ma_annex_year_budget</i> and <i>ma_annex_month_budgets</i> tables. This total is updated by triggers from the planned budgets in the <i>ma_annex_planned_year_budgets</i> and <i>ma_annex_planned_month_budgets</i> .
ma_annex_planned_month_budgets	Table added	

13.2 Job Manager and Marketing Data Hub

Table	Change	Explanation
wf_default_assignee	Columns <i>planned_start_date</i> and <i>planned_finish_date</i> added	The goals of these changes are better data filtering for a future function and a more logical distribution of workflow-related data.
dse_workflow_step	Columns <i>start_date</i> and <i>finish_date</i> removed	
dse_workflow_step	Column <i>overdue_date</i> removed	The goals of these changes are to provide better data filtering for a future function and, in the <i>wf_step_instance</i> table, to clearly distinguish between current, past, and future workflow steps.

13.3 Brand Template Builder

Table	Change	Explanation
templ_var_cfg	Column <i>ORIGINAL_FORMULA</i> added	The change relates to the improvement for formula variables, through which text can now be entered in rich text format.