# FOUR. Exporting data.

## **BMW** Group



## FOUR.

## **FOUR export - New features**

## Exporting data. How to use the FOUR export tool in the B2B portal.

### FOUR. FOUR export - New features

### - Zip file encryption for exports with password email

Regarding the BMW Group Privacy corporate rules personal data must be protected from unauthorized disclosure (Confidentiality). One defined measure of data privacy protection was to secure the confidential data and the access to it.

Because of this requirement the FOUR export file now is generally put into a zip file with password encryption. To minimize as well the abuse after download the password will be sent separately through a different channel by email.

Please be aware that according to the IT security guidelines information belonging to the BMW Group may only be stored on mobile storage media (e.g. notebooks, USB sticks, external hard disks) in encrypted form (L-ITS-05).

### FOUR. How to register for the B2B portal?

Before you can use any application in the b2b portal, you must be registered in the portal.

- Internal BMW user usually has access to B2B. If not you have the following options:
  - Call USC (User Service Center / 55555) to set the "internal flag" if not already done.
     Finished this you can register yourself on the B2B web site
     Intranet: <u>https://b2b.bmwgroup.net</u> or Internet: <u>https://b2b.bmw.com</u>.
  - Follow the instruction under "Do you want to register?" on the above mentioned B2B web site.
- If you are an external user with a Qt-number obtain a Qx-number.
- Users with Qa or Qx number have to contact the B2B master administrator of their company.
- The registration process will take a couple of days. You will receive an e-mail from the B2B support as soon the registration process is finished.
- You find more information in B2B help at <u>https://b2b.bmw.com</u> or <u>https://b2b.bmwgroup.net</u>

### FOUR. How to get FOUR export permission?

If you are a member of an OPTIS group you can request export permission with an incident ticket to InternetM support. Use as service "internetm:global". The information "Assigned Group" is not needed for this ticket. You can also use this Intranet link <u>http://itsmSRC-newINC.bmwgroup.net</u> with same settings like an incident ticket. External users without access to OPTIS can also send an e-mail to <u>pm.frontdesk.internetm@bmw.de</u> for right(s) assignment.

Our InternetM support need following information for the ticket to setup your account:

- Existing B2B portal account (q-number or external ID, name, e-mail) → see page 4
- Right assignment applied to: export or administration
- For brand(s) (e.g. BMW, MINI, BMW i, etc.)
- For market(s) (e.g. DE, AT, FR, etc.)
- For campaign(s) For which campaign the export permission is required [all vs. special ones]
- Duration How long do you need the export permission (max. 6 months)?
- Written consent of the responsible CRM Manager (NSC) for each requested brand and market
- Additionally for external colleagues: confirmation of the responsible CRM Manager (NSC) that there exist a valid Data Processing Agreement (DViA) between BMW-AG (NSC) and the external supplier for each requested brand

### Export Guide. Step 1:Login.

The export tool is integrated into the BMW B2B portal.

From Intranet: https://b2b.bmwgroup.net. / or Internet: https://b2b.bmw.com



#### Export Guide. Step 1:Login.

There are some specifics to keep in mind to login to B2B.

#### Internet: B2B Login with https://b2b.bmw.com:

Login with user name Q, Qx or Qt-number you will be forwarded to the strong authentication. In this case you will need a securID or a PIN and token code.

Login with user name "<u>name.surname</u>" you will be directly forwarded to the B2B portal without further credentials.

#### Intranet: B2B Login with https://b2b.bmwgroup.net:

Login with user name Q, Qx or Qt-number you will be directly forwarded to the B2B portal without further credentials.

Login with user name "<u>name.surname</u>" is also possible.

### **Export Guide. Step 2: Finding the export tool.**

After login to the B2B portal, the menu provides a topic called "*My Workspace*". You can find the export tool in the menu: "*My Workspace*" -> "*My Applications*" -> "*FOUR (export)*".



#### **Export Guide. Step 3: The export user interface.**

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Please choose the e	xport options:
Brand:	вми
Country:	International [X0]
Export campaignphase:	1Series (E87) Mobile Game, Reminder     •       (only containing contacts to selected brand and country)
Contact timeliness:	Contacts modified since: Vear: 2009 Month: 12 Day: 01
Validity:	Only validated contacts -
Export format:	CSY (small)
ZIP result:	
Custom file format:	Durchsuchen
	Download Reset form
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### **Export Guide. Step 3: The export user interface.**

- Brand, Country and **Export** campaignphase: the choice depends on your permissions.
- Contact timeliness:

You can select "All contacts" or you can enter a start date for the export.

- Validity:

The contact has been confirmed by the user (double opt-in process) during the registration. You can choose only validated contacts (validated by e-mail) or all contacts (includes validated and non-validated contacts).

- Export format:

CSV (small), CSV (complete) or XML-File (complete). You will find more details on next page.

### **Export Guide. Step 3: The different export formats.**

The FOUR export tool provides the following formats:

#### – CSV (small)

This is a very quick way to export an extract of the main user data without campaign attributes.

#### – CSV (complete)

The CSV (complete) export provides all user data which is captured in the selected campaign.

#### XML (complete)

The XML (complete) export provides all user data which is captured in the selected campaign. You will get the same content like with export CSV (complete).

#### **Export Guide. Step 4: Start the export.**

Using the CSV (small), CSV (complete) or XML (complete) export takes quite a while (a few minutes). Please be patient.

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Contact timeliness: Contacts	Export campaignphase:	2013_BMW_F45CV Registe	er Interest Tirol		
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#### Export Guide. Step 5: Download.

After a while the download dialog will appear and you can select, if you want to open or to save the export zip file.

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Topicality: 2015-11-19 (year-	month-day)	
Export in progress	Opening fourexport_20151119_182551.zip	
Brand:	You have chosen to open:	
Country:	e fourexport_20151119_182551.zip	
Export campaignphase:	from: https://four-i-12.bmwgroup.net	
Contact timeliness:	What should Firefox do with this file?	
Validity:	© <u>Open with</u> WinRAR archiver (default)     ▼	
Contacts:	$\bigcirc$ Save rise	
Password for zip file will be sent to		
Please be patient	OK Cancel	
Back		
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#### **Export Guide.** Step 5: Download Troubleshooting 1/2.

- The message "Please be patient ..." is displayed for a longer time (some minutes), but no runtime information "Please be patient ... waiting since nn s" is displayed, and the download dialogue does not appear → JavaScript must be enabled at your web browser.
- The runtime information "Please be patient ... waiting since nn s" is displayed, but not updated for a longer time (minutes), and the download dialogue does not appear →
   Downloads must be enabled at your web browser.

### Export Guide. Step 5: Download Troubleshooting 2/2.

• The download is blocked and the following (or similar) information line is displayed:



#### FOUR Customer Data Export

- 1. Click onto the yellow line.
- 2. Select the "Download File..." option. Attention: The download will not be executed, only the download permission will be stored for this browser session!
- 3. Start the export with "Download" once again. This will take less time than the first export, because the search result has been cached.
- 4. The download dialogue will be displayed as shown above.

If you can't solve your problem please contact our support team with e-mail: pm.frontdesk.internetm@bmw.de

#### **Export Guide. Step 6: Open chosen content file.**

After downloading the data, put your sent email password (crossed in red) into the opened dialogue box, so that the export file is shown.



#### Export Guide. Step 7: Logout.

After downloading the data, you can go back to step 3 by clicking the "Back" button or you can logout.

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FOUR Customer Data Export	
Fopicality: 2015-11-19 (year-month-day)	
Export in progress	
Brand: BMW	
Country: International	
Export campaignphase: 2013_BMW_F45CV Register Interest	
Contact timeliness: Oct 1, 2015	
Validity: Only validated contacts	
Contacts: 0	
Password for zip file will be sent to: christoph.vormoor@solve-it-mvi.com	

#### FOUR. Contact and Support.

Marketing issues: Rajiv Saxena, BD-30, +49-89-382-20942 <u>Rajiv.Saxena@bmw.de</u>

Technical issues: Edgar Wagner, FG-6312, +49-89-382-49587 Edgar.Wagner@bmw.de

Technical support, access problems, registration: pm.frontdesk.internetm@bmw.de

B2B support: +49 89 382 49111 (german/english)