LEARNING NETWORK **VENDOR HUB JOB AID**

Introduction to Learning Network for Leaders

Welcome to the Best Buy Learning Network Vendor Hub, a robust system that allows you, the vendor, to interact and view data collected from the Learning Network in real time! Constructed with the user in mind, the Vendor Hub is intuitive in its design and efficient in its presentation. This job aid will cover the basic capabilities and features of the Best Buy Learning Network Vendor Hub.

TOPICS COVERED

The Dashboard Explained

The Vendor Hub dashboard provides the vendor with overall statistics about their content. Navigating the Vendor Hub has been made easy, allowing vendors to fluently access detailed reports and launch new content to Learning Network instinctively.

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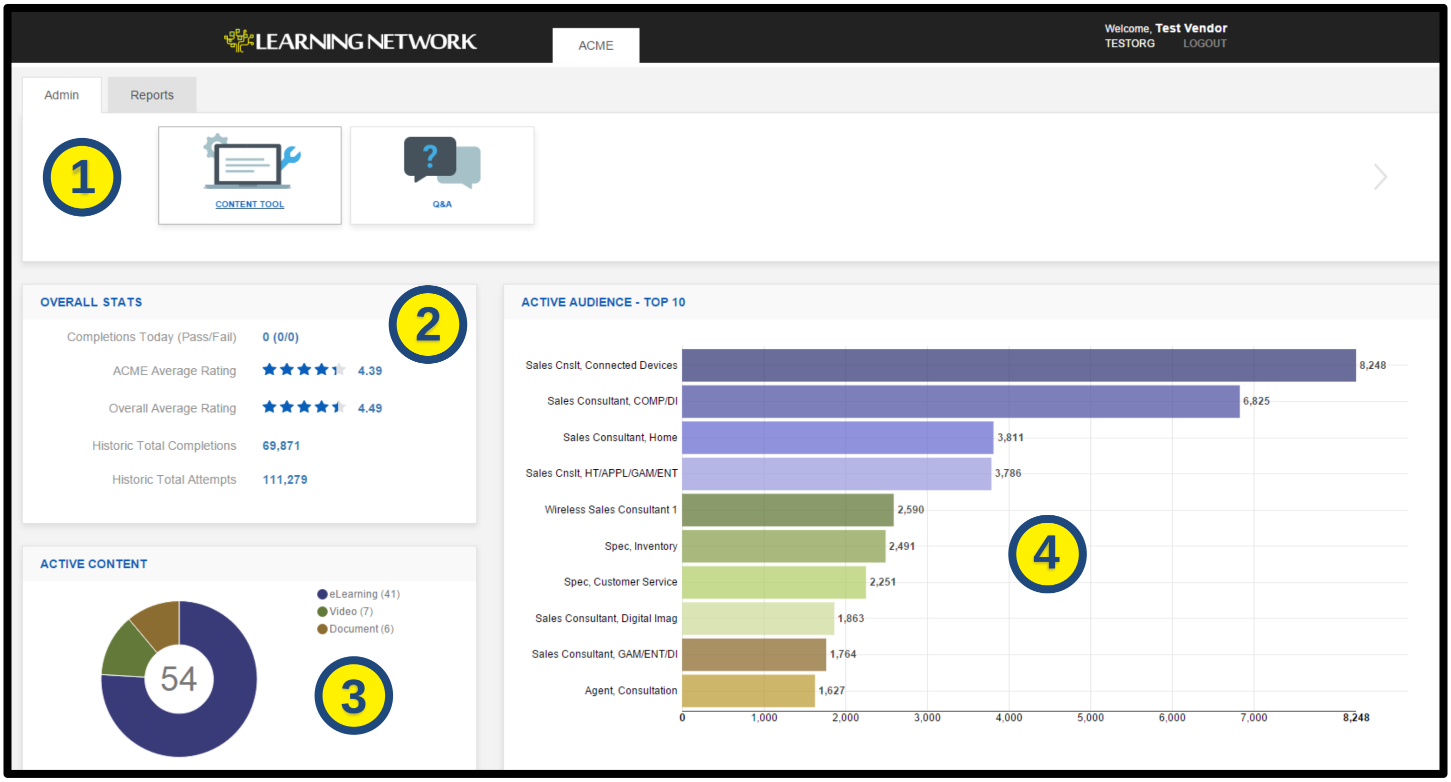

1. **Admin:** Take control of your learning content! Upload documents, videos, and eLearnings through the Content Tool or answer questions posed by Best Buy Sales Associates in the Q&A section.
   - *Access to the Q&A feature of the Vendor Hub can be obtained by upgrading your existing package with Best Buy. Please contact your Vendor Relationship Manager for additional information.*
2. **Overall Stats:** See the daily pass/fail rates for your courses and compare your content's overall average rating vs. the average rating of all courses active on Learning Network.
3. **Active Content:** Visually observe the breakdown for all of your active course types. Hover over a section of the graph to see the total user completions for a specific content type.
4. **Active Audience:** Understand who takes your training. The Active Audience component illustrates the top 10 user job codes that have taken your courses.

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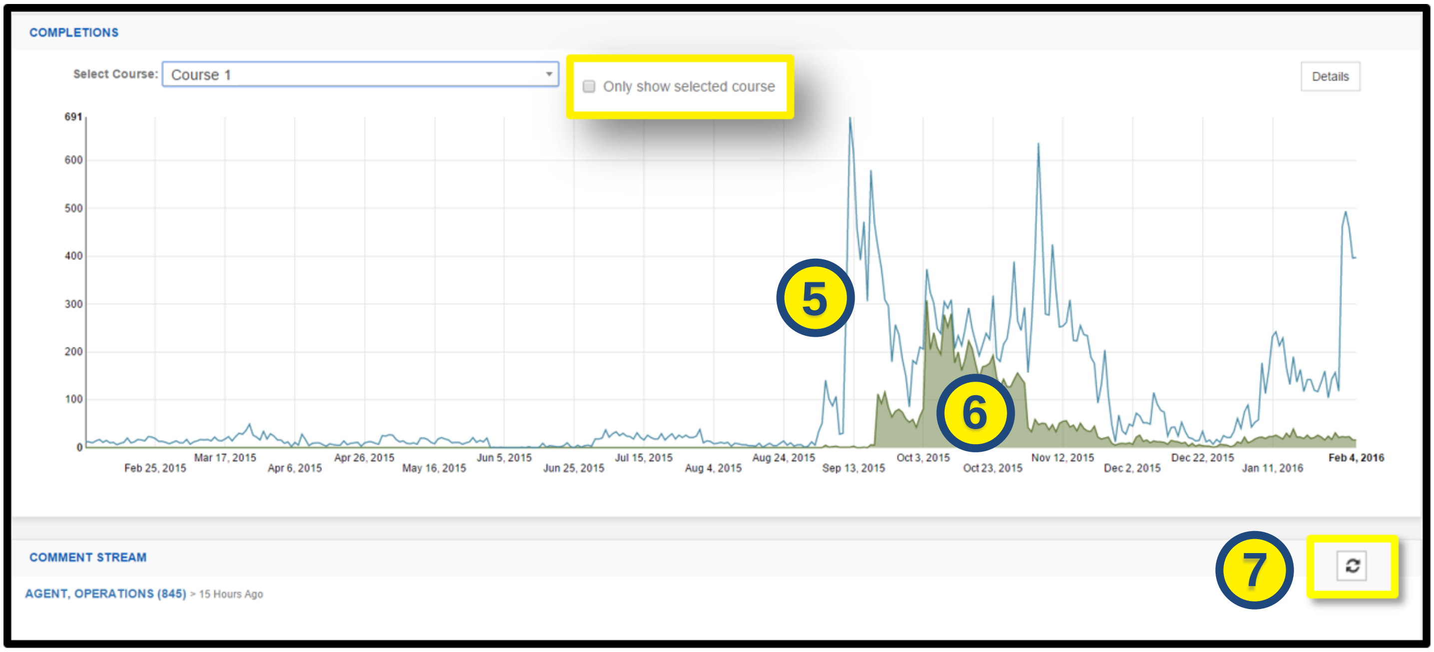
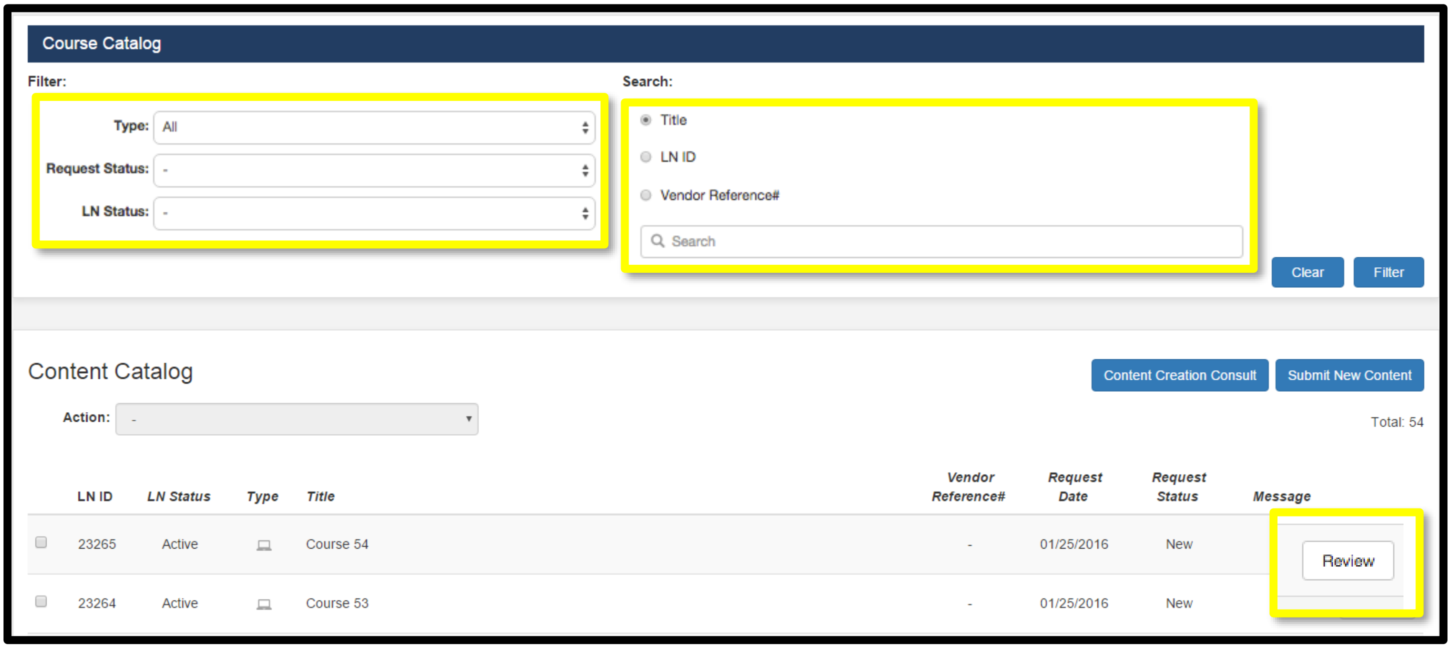
The Dashboard (Continued)



5. **General Course Completions:** View a graphical representation of your content's viewing history.
6. **Specific Course Completions:** Click the drop-down menu to compare your total content views with the views of a specific course. Check the "Only show selected course" box to only show the activity for a chosen course.
7. **Comment Stream:** View Sales Associates' comments in real time. Comments are identified by a user's job code and are linked to the corresponding course title.

Content Creation Tool

The Content Creation Tool gives you complete control over your courses. Using this tool, you are able to create, filter, and edit content that will update to your Learning Network vendor channel.



Course Catalog

Content filters allow you to focus on specific courses. Search by:

- **Type:** eLearning, Video, or Document.
- **Request Status:** New, Pending Review, Approved, or Rejected.
- **LN Status:** Active, Draft, Disabled, or Decommissioned.

Searches can be narrowed down by course Title, LN ID, or Vendor Reference #:

- **Title:** Named title of the course.
- **LN ID:** Every course has a unique chronologically generated identification number for Learning Network.
- **Vendor Reference #:** A code used to help you identify a content item. A reference number can be created during the Create Content process.

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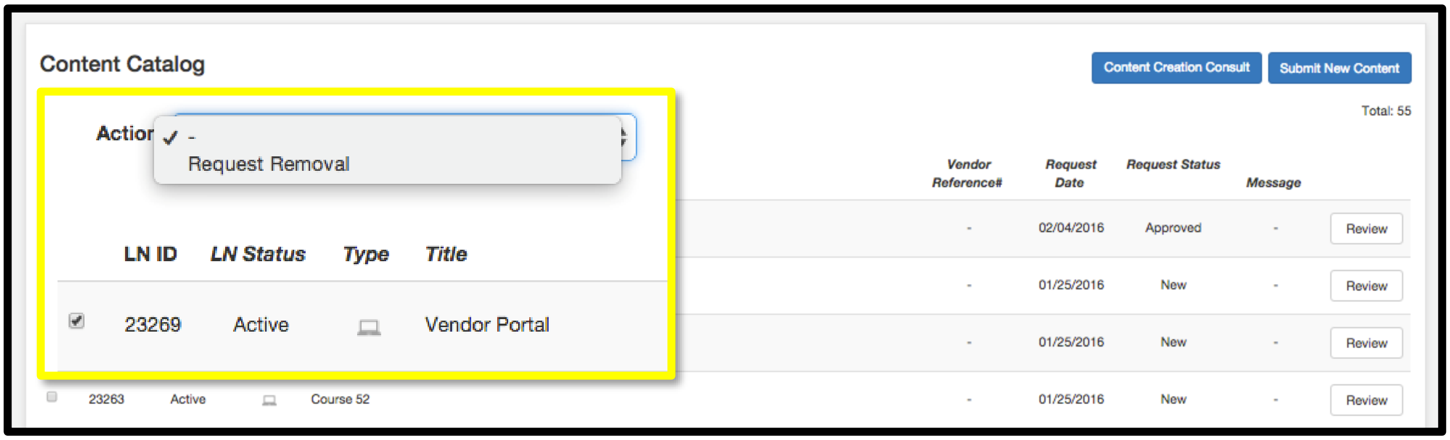
Content Catalog

The Content Catalog provides an overview of all existing vendor content on Learning Network.

- **Creating a Course:** Select the "Submit New Content" button and proceed to fill out the required fields.
- **Editing a Course:** Click the review button, from here, you will be able to update the course title, description, metadata, and contents.
- **Scheduling a Consultation:** If you are having an issue uploading your course(s) you may select the "Content Creation Consult" button in order to set up a resolution meeting with our development team.
- **Deleting a Course:** If you wish to remove a course from your archived library, first select the course(s) by clicking its corresponding checkbox, next click the "Action" dropdown menu, followed by "Request Removal".



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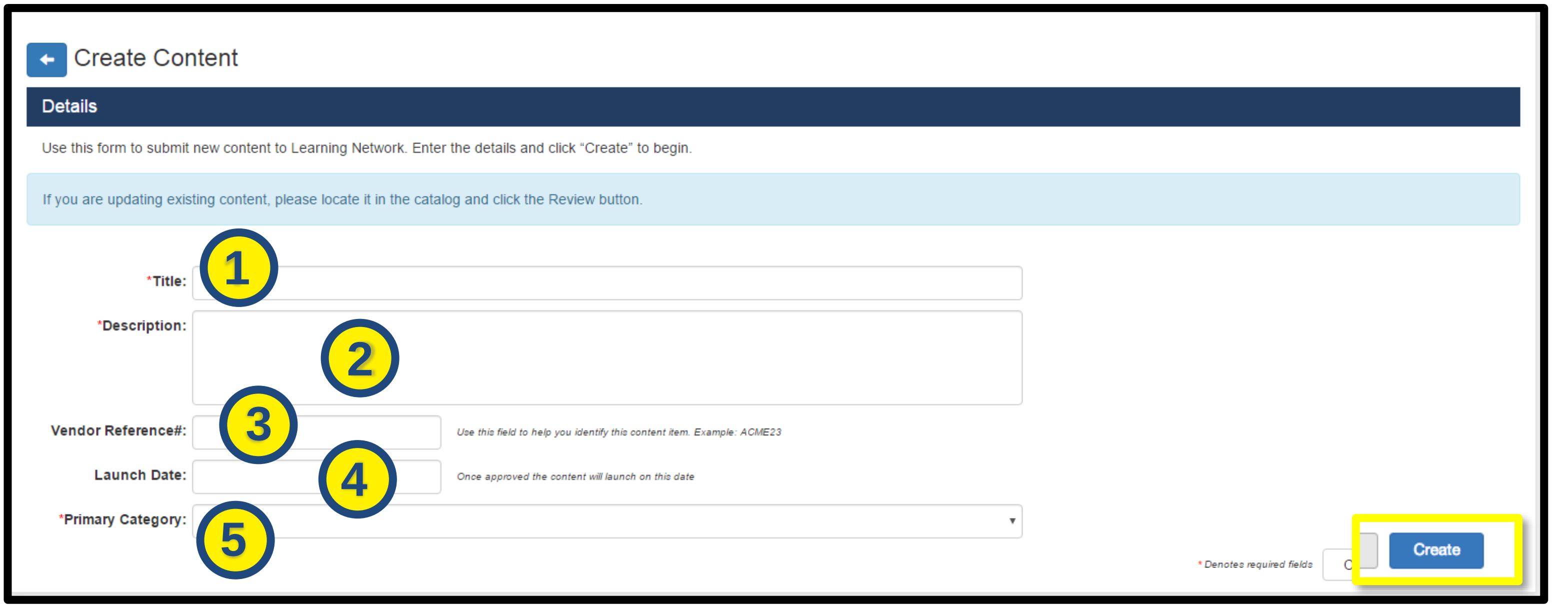
Create Content

To start content creation, begin by filling out all necessary information, then select "Create". The course details can be updated at any time by inputting new information, then selecting "Save".



1. **Title:** Create a title that is relevant and meaningful. Learners primarily search for content using course titles and keywords.
2. **Description:** Provide a brief overview of what is covered in the course. The description of the course will show up on the course launch page and entice the learner into taking your training.
3. **Vendor Reference #:** A code used to help you identify and differentiate content items.
4. **Launch Date:** Set a date for when you want the content to appear on Learning Network.
5. **Primary Category:** Determines what channel your content will appear in Best Buy's "Store" network, in Learning Network Catalog.

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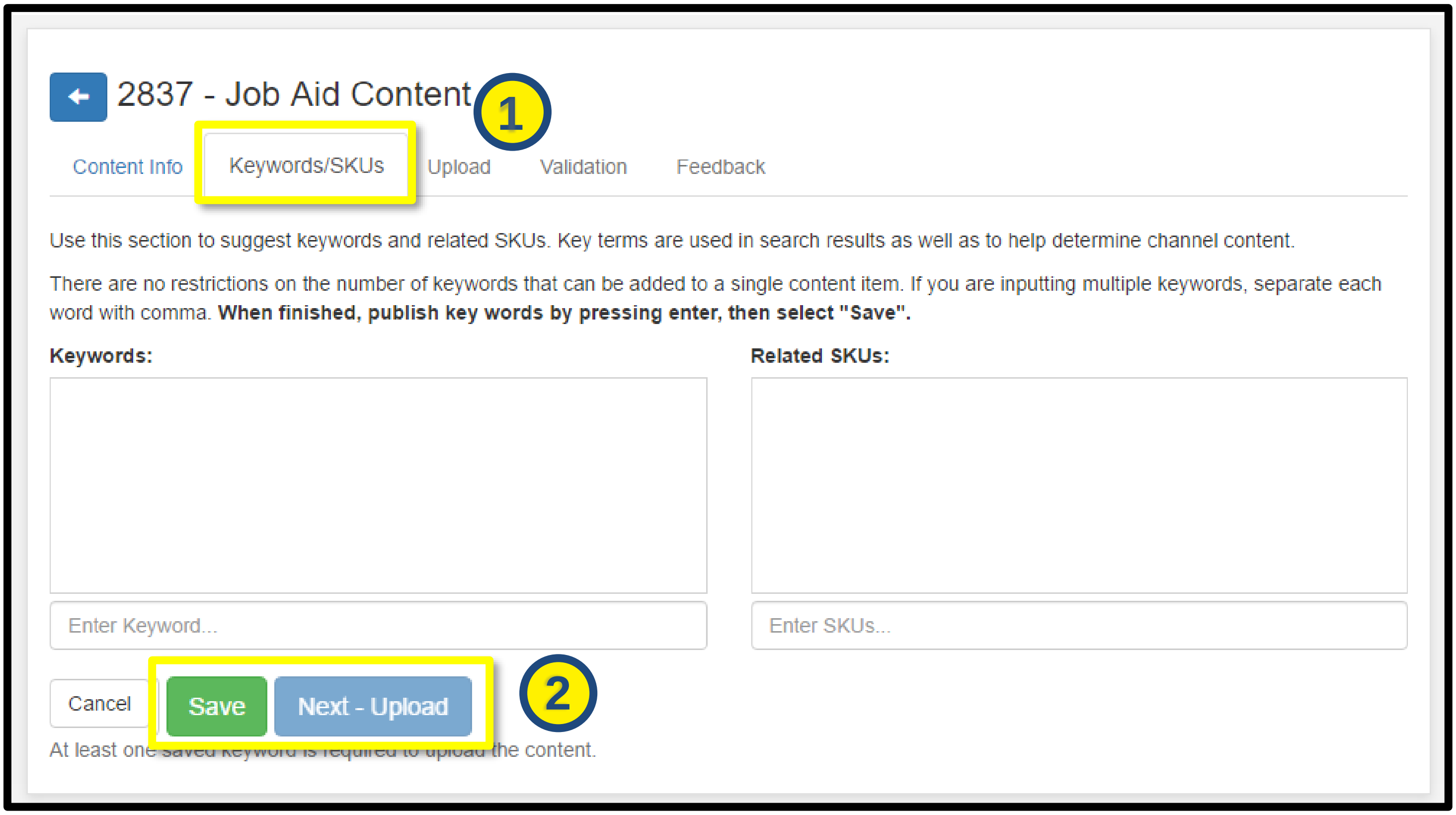
Keywords

1. The addition of keywords is an important component to any course active on Learning Network. Help your target audience find your course easily by using appropriate, identifiable keywords. Learning Network is case-insensitive, and compares search strings to both course titles and keywords.

You must input at least one keyword. Once saved, you will be able to proceed to the Upload tab by selecting next.

2. SKUs

By adding SKUs, you are able to link your courses to a specific product, making them more accessible and easier to find through the Gravity application.



Note: When adding keywords, separate each word with comma. Example: Vendor, Hub, Training.

3. When finished, press enter, then click "Save".

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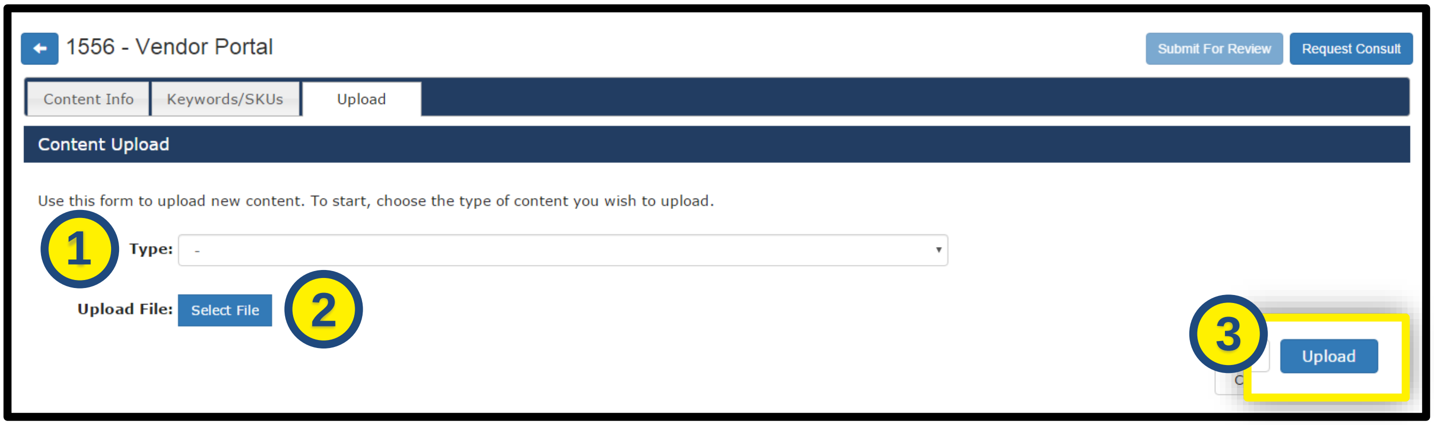
Upload

Once the metadata is entered, you are ready to upload, validate and submit your content for review.



1. **Type:** Distinguishes the type of content used, eLearning, Video, or Document.
   - Each learning type is outlined by a brief guide for best practice specifications that should be followed prior to uploading.
2. **Select File:** Choose the file that you wish to upload from your local drive.
3. **Upload:** Once the file is selected, the upload process can begin by selecting "Upload".

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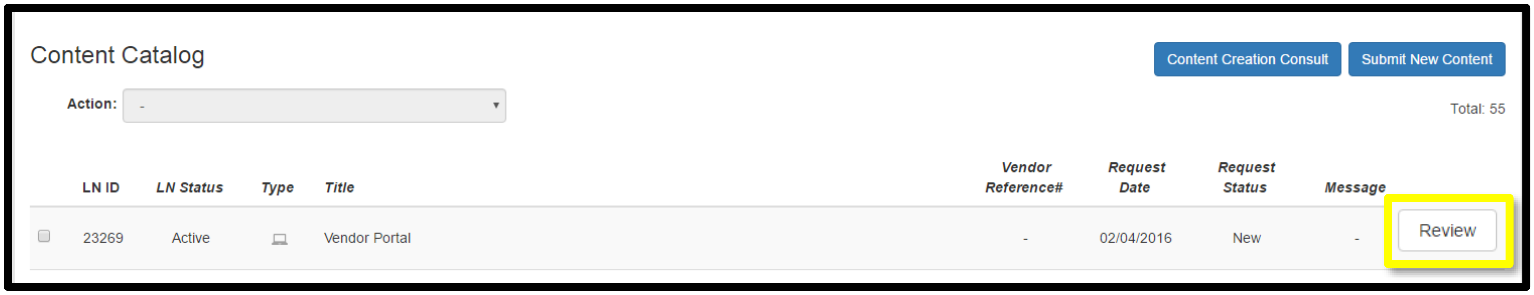
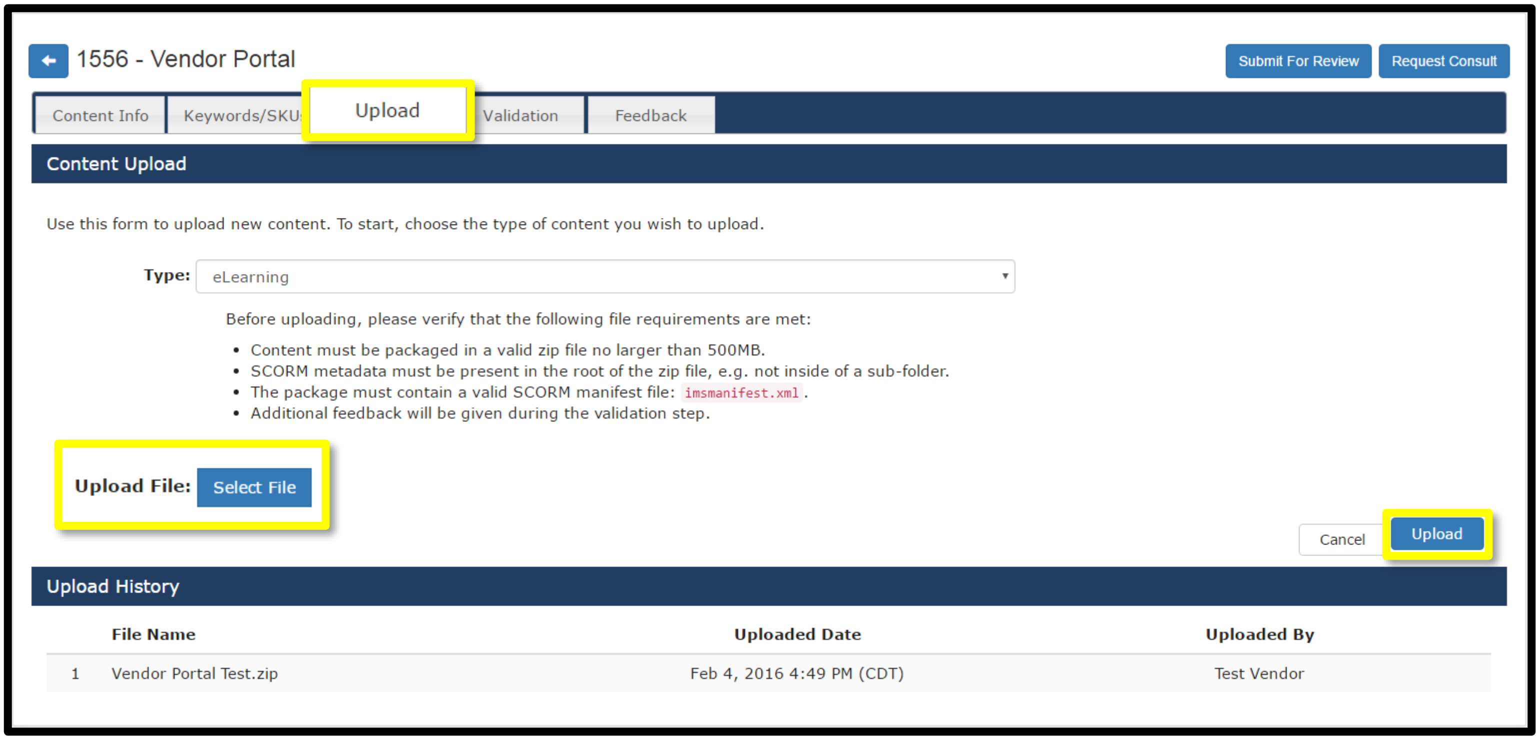
Updating an Existing Course

1. Navigate to the Content Catalog, and press "Review" on the existing course that you would like to update.



2. Select the "Upload" tab.
3. Select the file type that you would like to update: eLearning, video, document.
4. Press the "Select File" button and choose the file that you wish to upload from your local drive.
5. Once the file is selected, the upload process can begin by selecting "Upload".



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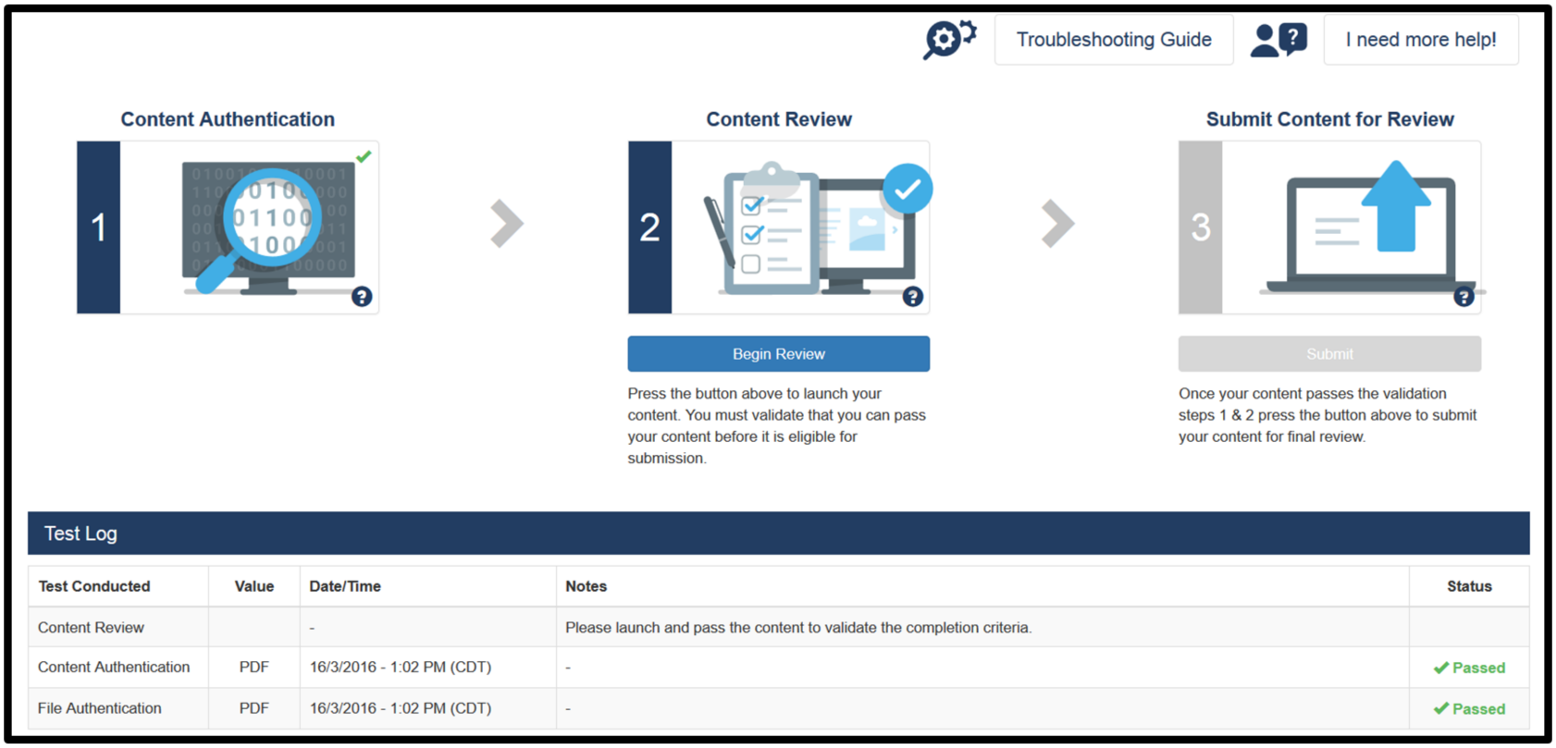
Authentication and Review

The authentication and review processes act as a screening measure, ensuring that all content that is uploaded to Learning Network meets basic requirements. All file types have their own criteria that need to be met before an item is made active on Learning Network.

- **eLearning:** SCORM zip. file must be under 500MB and contain all of the necessary file types.
- **Videos:** Must be in .mp4 format no larger than 100MB.
- **Documents:** Content must be in a PDF format no larger than 100MB.



Content Review: Select "Begin Review" to launch the course. Take the course in its entirety and achieve a passing score in order to complete the content review process.

- The content review will confirm that the course is sending the appropriate API calls to Learning Network.

Content Authentication: Automated test that screens a file's contents to confirm that it has the correct configuration.

File Authentication: Automated test that ensure that the correct files are being uploaded.

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Although it is not required, the content review step should be conducted in both Internet Explorer and Google Chrome to eliminate any potential launch and crediting issues on Learning Network.

Note: If your content fails the authentication and review processes, the course will not successfully operate on Learning Network. If you are continuously unable to submit your content, please refer to the *Troubleshooting Guide* for more information about the problem that you're experiencing.

If you have exhausted all solutions, please select the "I need more help" button and request a consultation with our development team.

- A consultation with our development team involves one hour of free support from our first tier development team. If a solution is not reached and further analysis is needed, subsequent examination will incorporate our second tier and incur a fee. This cost will cover three additional hours of tier two support.

Troubleshooting Guide

This is an instructive aid for submitting content to Learning Network through the Vendor Hub Content Tool. The document covers common issues experienced by vendors and provides a corresponding solution.

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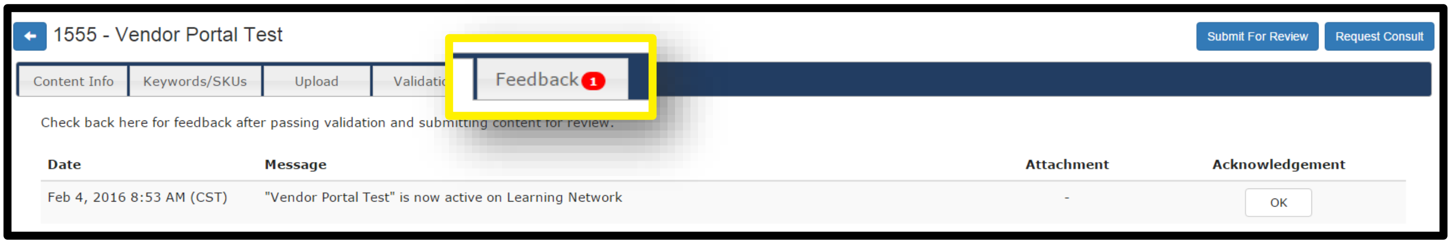
Review

Once the validation process is complete, the course is ready to be uploaded. Click the “Submit for Review” button to begin the publication process. Courses can be approved or rejected by Best Buy, however, each response will be accompanied with constructive feedback.

- **Approved Course:** Vendors will be notified that their course is now operational on Learning Network; any further edits will result in the alteration of an active course.
- **Rejected Course:** If rejected, this means that the course has been declined and defined as unfit for Learning Network; see Best Buy feedback for additional information. If your content is continuously rejected, please request a consultation with our development team.

Feedback

Feedback for a course can provide helpful tips to help shape effective and efficient upload practices. When viewing course details, new feedback is highlighted by a red notification and can be viewed in its respective tab.



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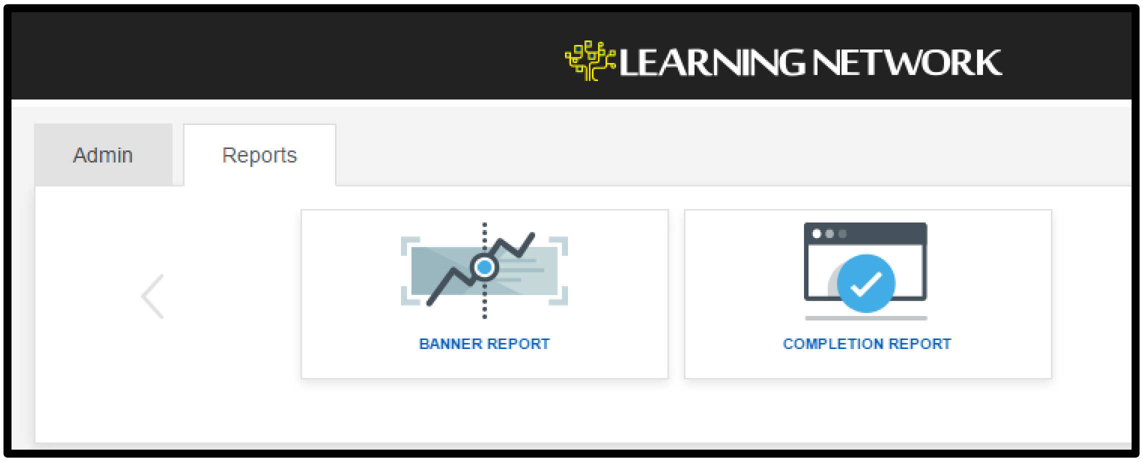
Reports

The reporting feature of Learning Network Vendor Hub allows you to have access to both high-level and low-level reporting capabilities. The Vendor Hub is the embodiment of versatility, allowing you to view general statistics about your content as a whole, or break down information for a single course to an individual store level. You will have access to both banner and course completion reports.



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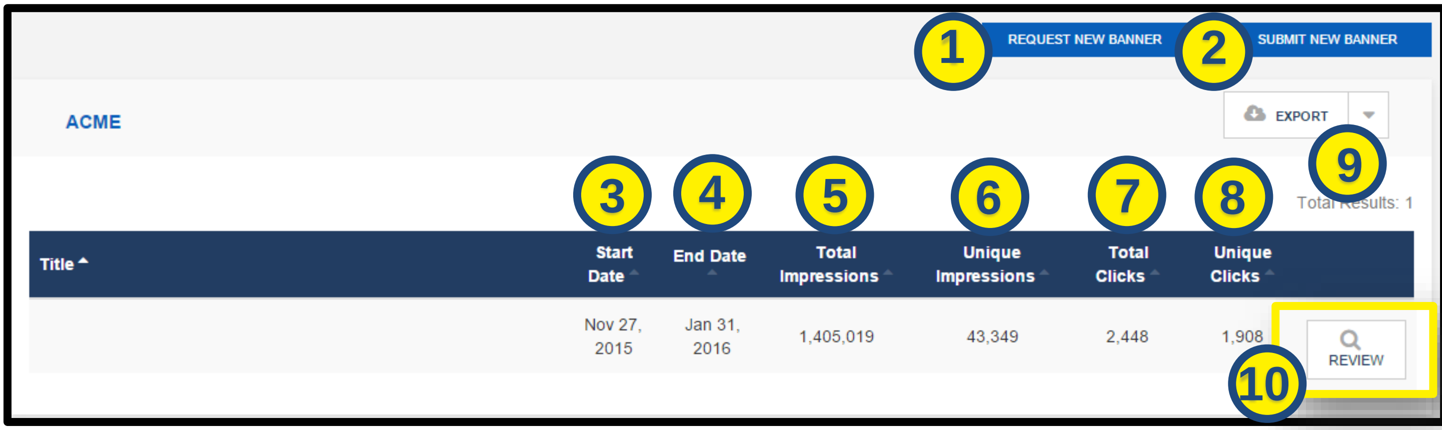
Banner Report



A Banner Report provides the following information:

1. **Request New Banner:** Set up an appointment with our team to assist you in the creation of a new banner.
2. **Submit New Banner:** Submit new banner assets for review. Vendors must ensure that they adhere to Learning Network's banner guidelines:

   - For higher resolution displays and tablets, banner dimensions should remain within **1200 x 210.**

   - For mobile optimization banners should remain within the space of **750 x 210** to ensure that the viewer has a complete view of the banner from their mobile device.

3. **Start Date:** The initial launch date of the banner on Learning Network.
4. **End Date:** The date that the banner was or is to be removed from Learning Network.
5. **Total Impressions:** This figure represents how many users, in total, have been exposed to a banner.
6. **Unique Impressions:** This figure represents how many new users have viewed a banner.
7. **Total Clicks:** Represents the total number of users that have clicked on a banner.
8. **Unique Clicks:** Represents how many new users have clicked a banner.
9. **Export:** Export your banner report in Microsoft Excel or a Comma-Separated Values format.
10. **Review:** Select to gain access to a detailed report for a specific banner.

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Detailed Banner Report

See a visual representation of your banner's statistics.

- **Daily Impressions and Clicks:** Illustrates the ratio between the total views and total clicks for a banner. Hover over a point on the graph to see the total impressions and clicks for a chosen day.
- **Top Impressions and Clicks by Audience:** See who is primarily viewing your banners. Hovering over a job code will show you the average number of impressions and clicks for that specific position.

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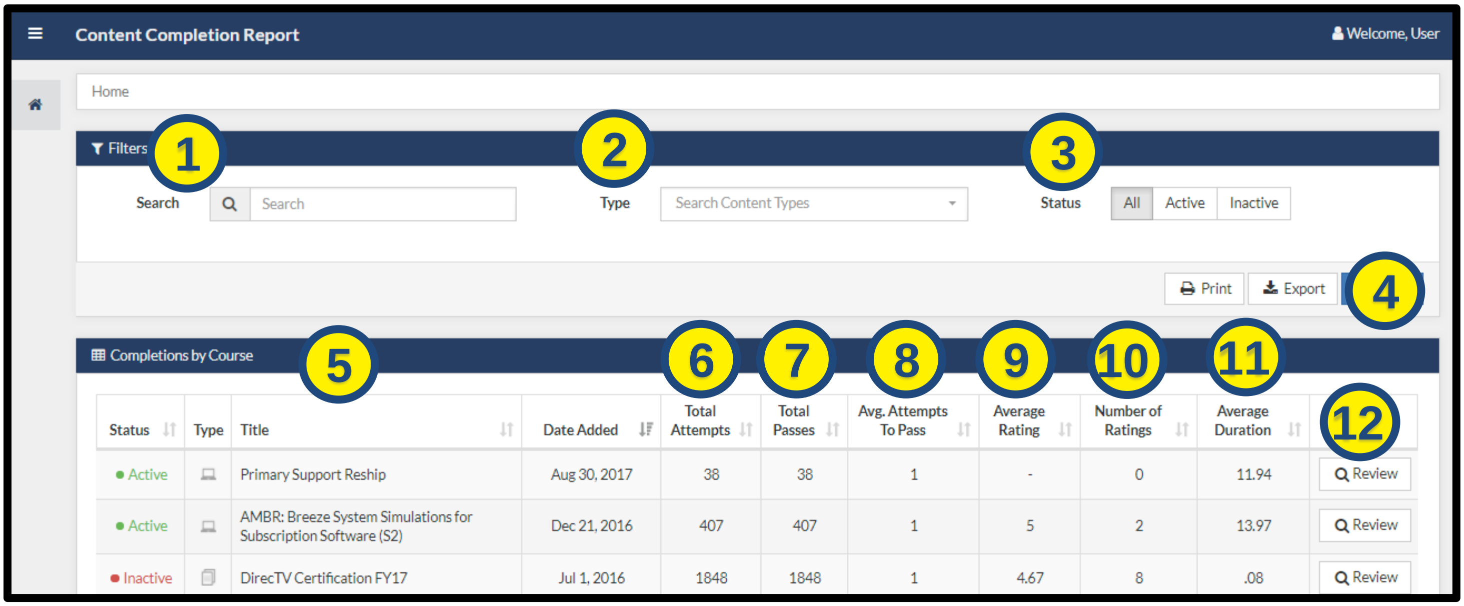
Completion Report



The following is a list of capabilities for the Completion Report:

1. **Search:** Filter content by searching for its title.
2. **Status:** Sort content by All, Active, or Inactive.
3. **Type:** Sort data by type – eLearning, Video, Document.
4. **Export & Print:** Export or print your entire course catalog and completion report.
5. **Title:** Titles of your courses, can be sorted alphabetically.
6. **Attempts:** Total user attempts for a chosen course.
7. **Passes:** Complete record of all users who have passed a specific course.
8. **Average Attempts to Pass:** The number of failures before the user's first successful attempt. It does not include subsequent successful completions by the same candidate.
9. **Average Rating:** The average rating across all employees.
10. **Number of Ratings:** The total number of employee ratings. This column provides context to the average rating column.
11. **Review:** Select for a detailed report for a specific course.

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Detailed Completion Report

By selecting "Review" for a chosen course, you have accessed the detailed Completion Report. This section of the report delivers a more user-friendly, visually rich presentation of course statistics. Filter the contents of the report to show data based on a selected year and/or month.

Completions Over Time

Track a course's long-term completion record.

1. **Hover:** Hover over the graph to display the number of completions for a specific day.
2. **Legend:** View the values displayed and select a statistic to hide it from the graph to further refine the data.
3. **Click and Drag:** Click and drag on the graph to zoom in on a defined segment.
4. **Download:** Select the menu to print the graph or download it as a jpeg, png, pdf, or svg file. Any filters applied will be reflected in the graph export.

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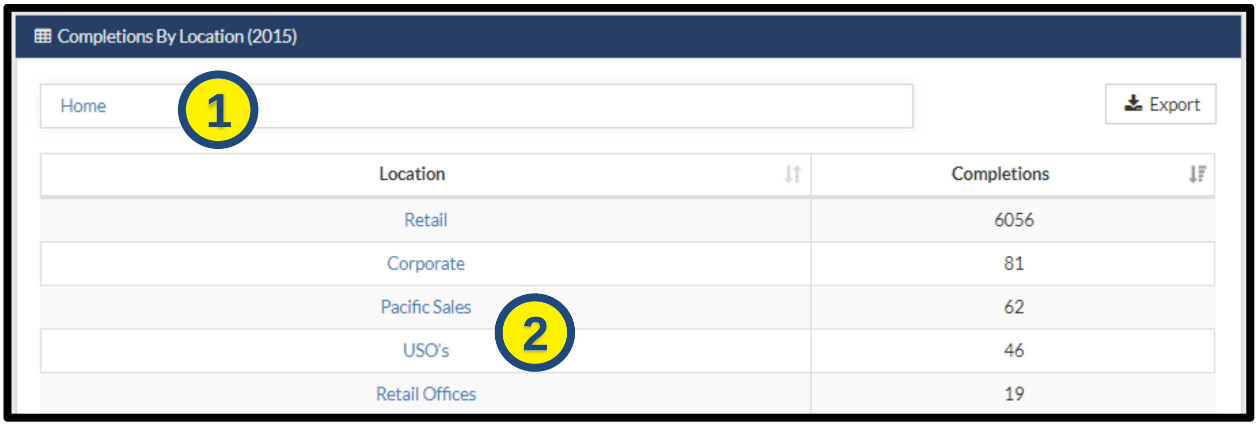
Completions by Location

View content completion metrics based on Best Buy's organizational levels - region, market, district, and store. Select a location to drilldown in the hierarchy.



1. **Breadcrumbs**: This area will contain a hierarchical list of the organization. Click a link to move back up the chain.
2. **Location Link**: Clicking a location link will expand that location. Example: Selecting a Retail will show you all Markets contained within.

Completion Report Export

Export a full report of all employee completions, based on the organizational hierarchy. View rolled-up totals for Regions, Market, Districts, and Stores.

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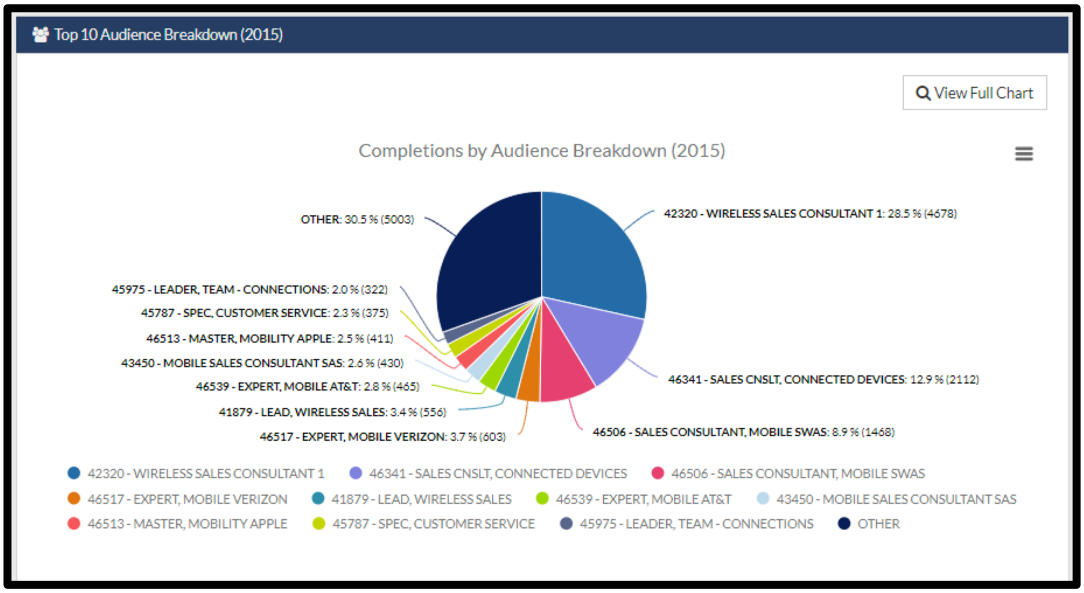
Audience Breakdown

Are your courses reaching the right people? See what job codes are taking your courses the most. Within each section of the pie graph, view a breakdown for a job code's total completions and their percentage of total course completions.



Click "View Full Chart" to get a completion breakdown by audience.

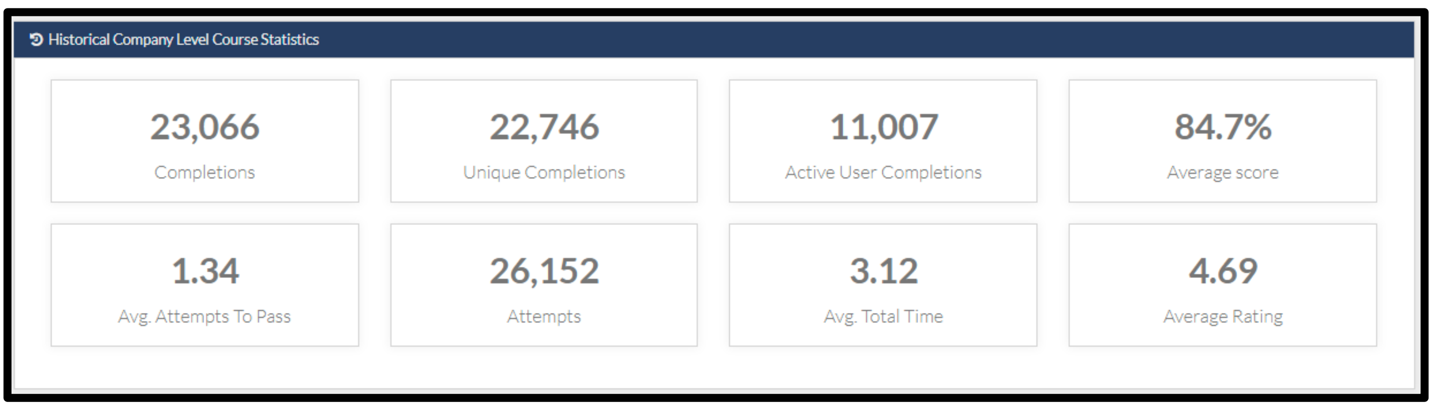
Select the menu to print the graph or download it as a jpeg, png, pdf, or svg file.

View values and select a statistic to hide it from the graph to further refine the information displayed.

Historical Company Level Course Statistics

The Historical Company Level Course Statistics report offers general statistics about a chosen course. Many of the categories in the Completion Report are highlighted above, with the exception of:

- **Total Unique Completions:** Displays how many new users have passed a chosen course.
- **Total Completions for Active Users:** Results are limited to users who are still active employees at Best Buy.



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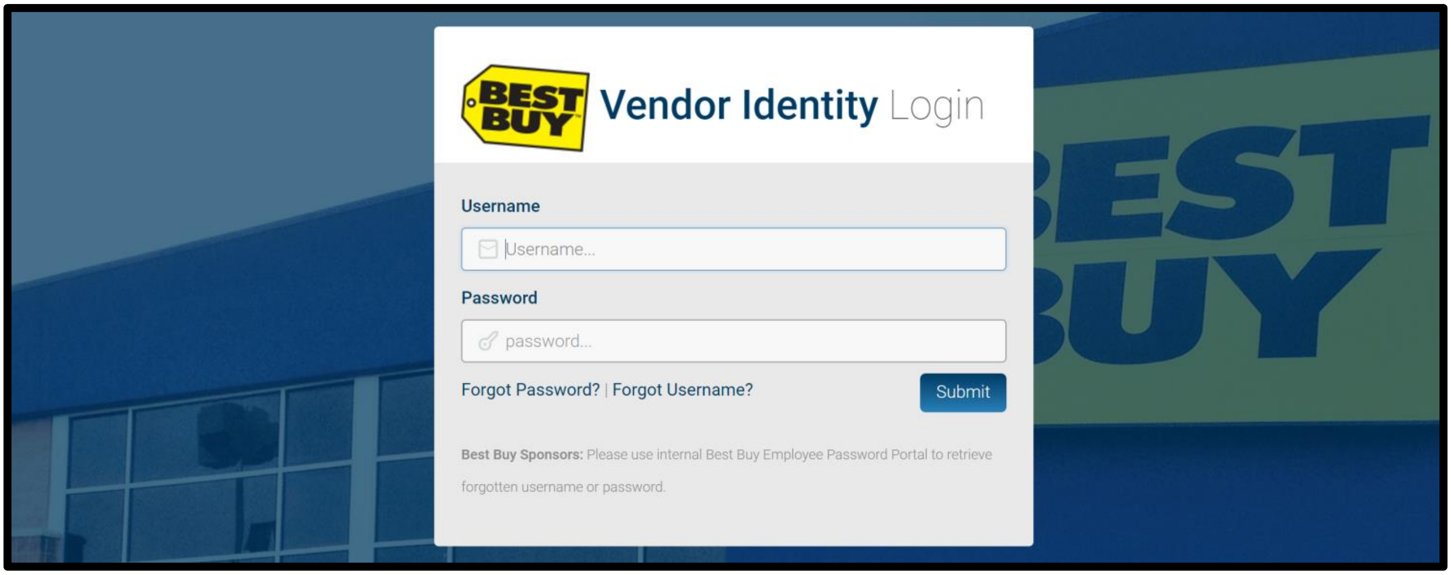
Vendor Hub Access

In order to gain access to Vendor Hub and its various components, you will need to have a unique Vendor Identity (VID) generated and validated by a Best Buy Vendor Relationship Manager (VRM). To gain access to Vendor Hub, you will need to provide a Best Buy VRM with your name, your company email and the vendor(s) that you are requesting access to.

Once a VID and password have been configured for your Vendor Hub account, visit the Vendor Identity Login portal to gain entry.



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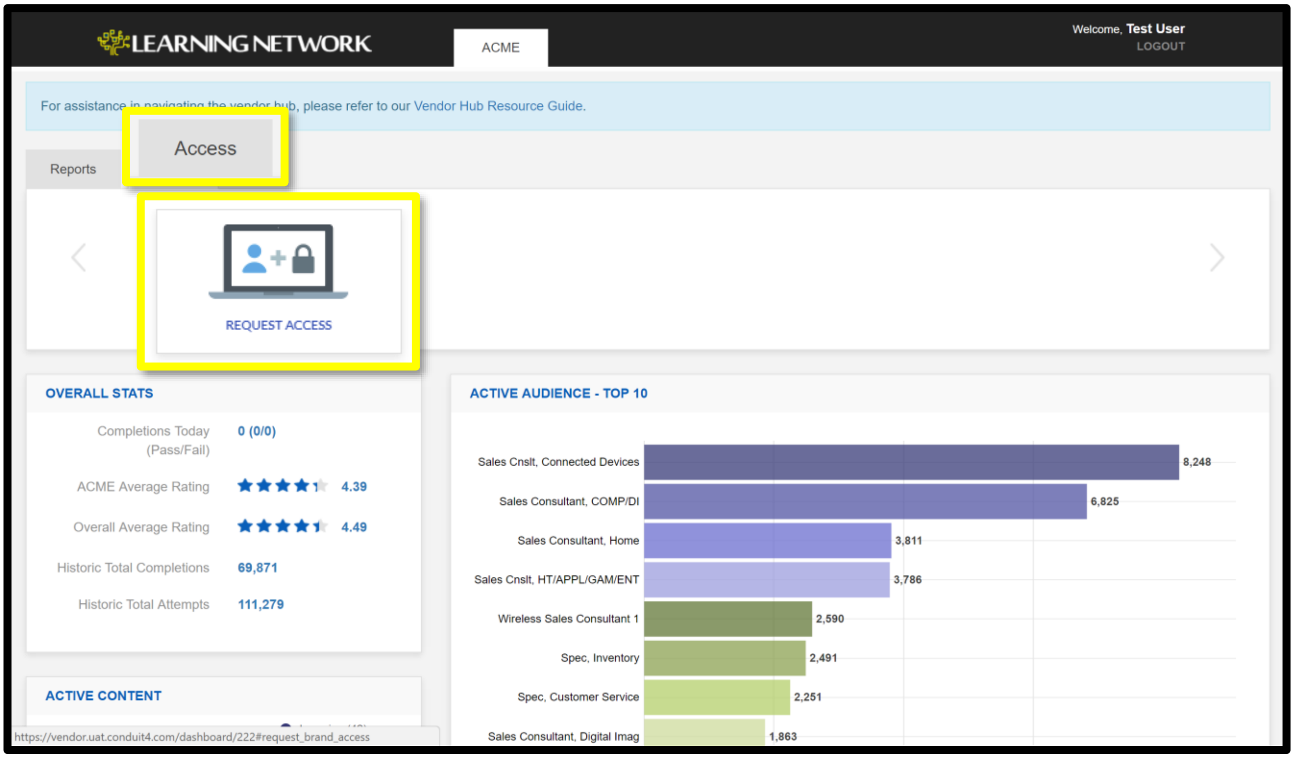
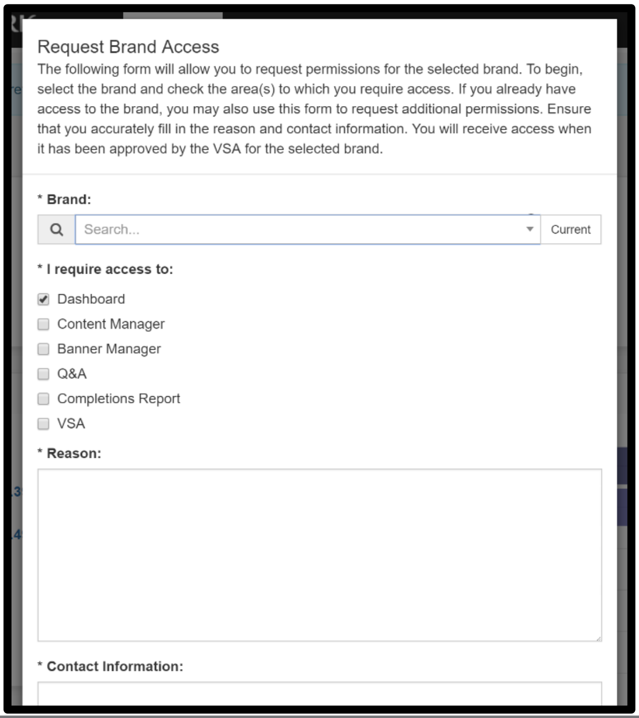
Permissions

Upon login, you will see all aspects of the site that you have been granted access to. To request additional access, select the "Access" tab then select "Request Access".





Request Brand Access

Requesting brand access will trigger a web from that will require you to input the following:

- Pertinent Brand/Vendor
- Site-specific sections that you require access to
- Reason/rationale behind needing access
- Contact Information

When finished, select "Submit" to alert VRM or Vendor Service Administrator (VSA). A VSA is a Vendor user that has access to all tools and components offered by Vendor Hub and is an access moderator for permission approval or rejection.

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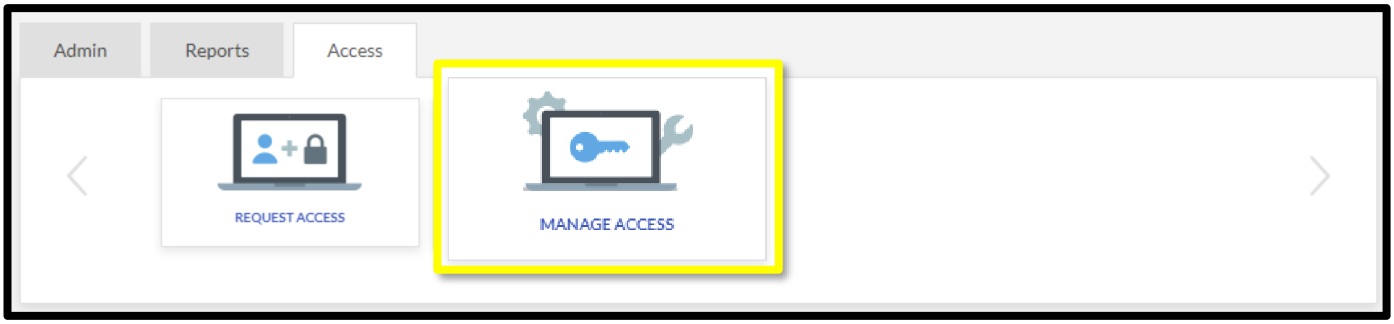
VSA Management

Having a VSA designation will grant you permission to use the Vendor Access Management Tool, a tool that allows you to control who has access to Vendor Hub, and what sections they have access to. To access this tool, select "Access," then "Manage Access."



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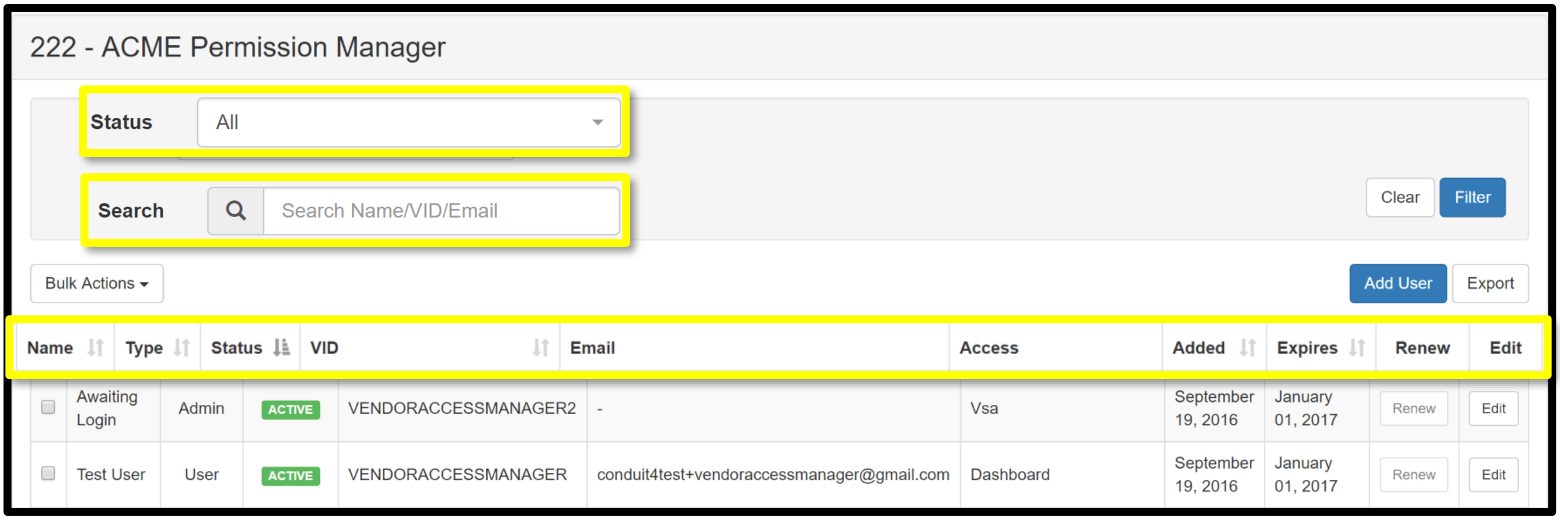
The table below displays this information and incorporates incoming access requests.



Filter results by the users' status or search for a user by name, or view and filter entries by:

- User **Name**
- **Type:** Admin/VSA or user account
- **Status:**
    - Active: User has access to the system
    - Expired: User account has expired
    - Inactive: Account has not expired but is currently disabled due to date restrictions
- Designated **VID**
- Email
- System **Access** permission
- Date **Added**
- Date the account is set to **Expire**
- **Renew:** Ability to renew the account for 90 days from the current date
- **Edit:** Delete a user, add or remove system permissions, or configure their start and end access dates

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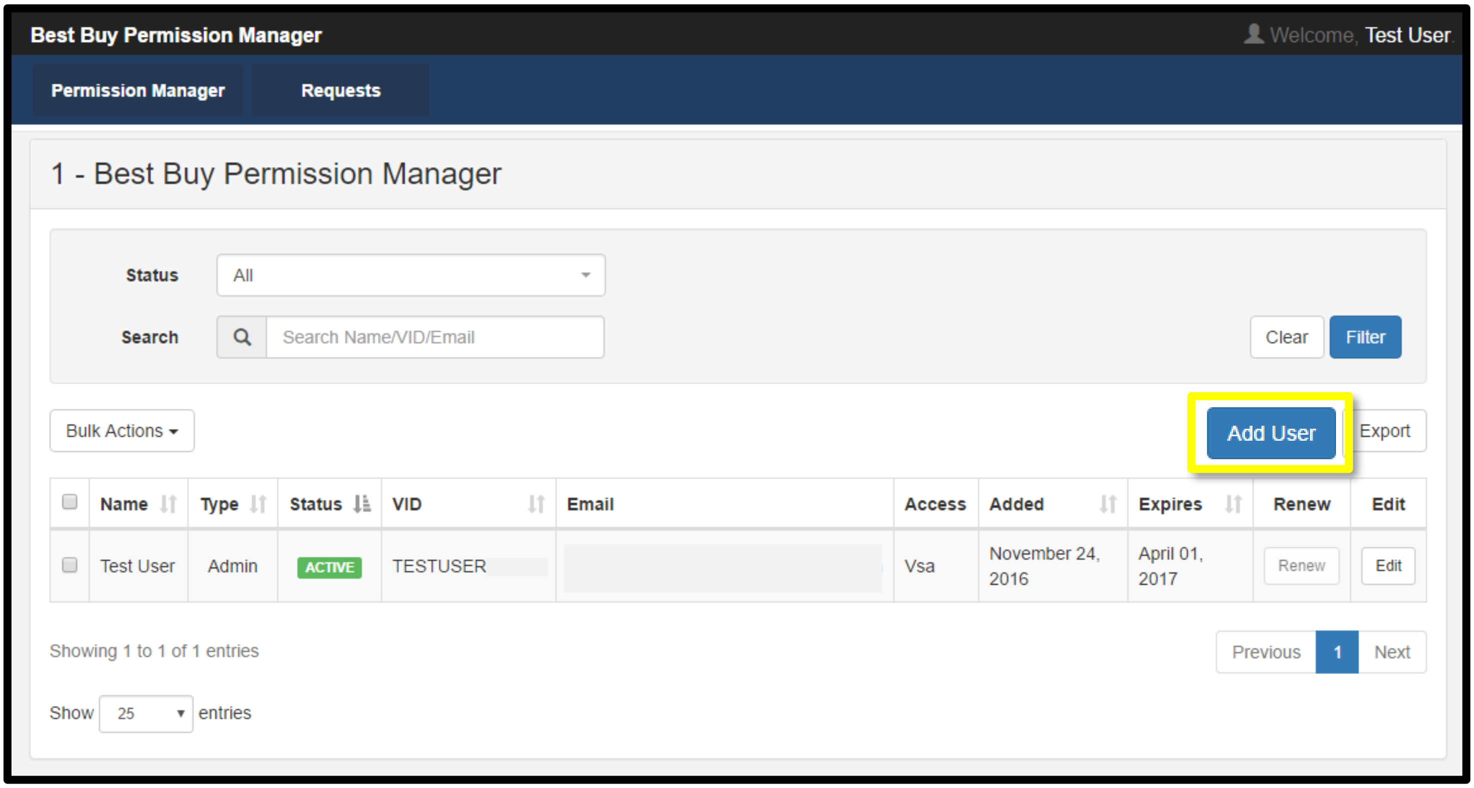
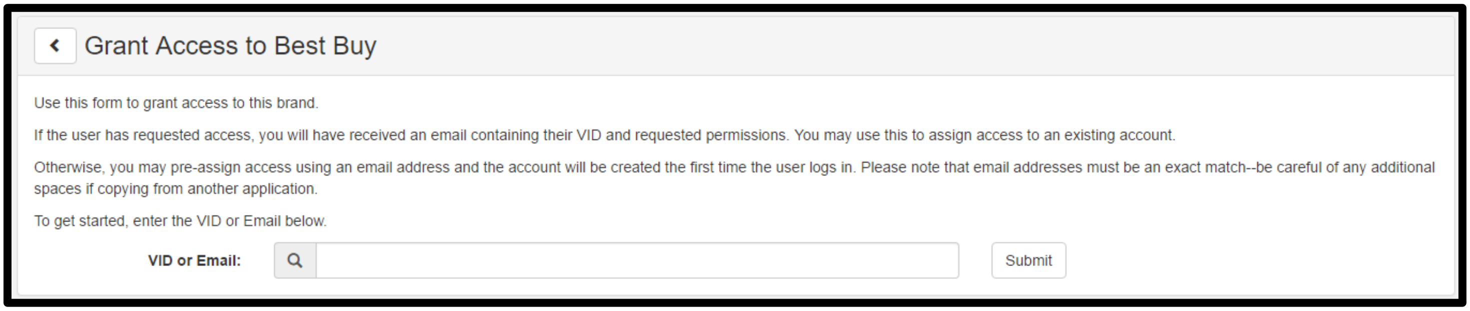
Adding a New User

Designate a new vendor user with a VID and Vendor Hub Access by selecting the "Add User" button from the tool's browse page.



Selecting this will allow you to create a new user by adding a VID or email.



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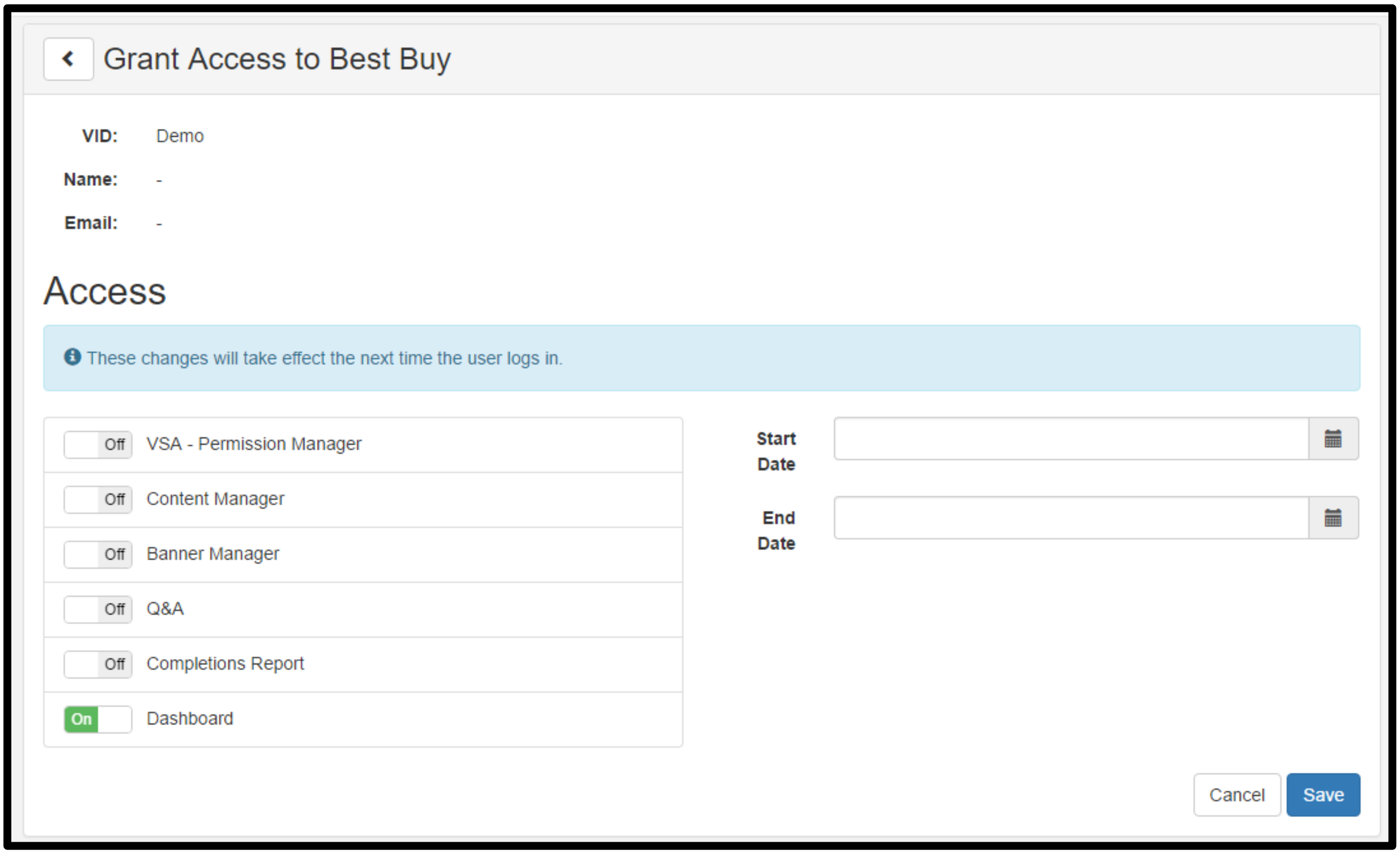
From here, you can define the user's degree of access for a configurable length of time. By default, vendor user access is expired every 90 days.



Once a user has been approved for access, their associated VID status will be "Awaiting Login" until their account is set up and the user signs in. These users account details and permissions can be edited at any point using the Manage Access Tool.