Spring

INTRODUCTION

What is Spring?

Spring is the power behind connected products including RFID, NFC and QR solutions. One service we provide is smart business card service, the cards are managed on the Spring platform. The platform enables you to add users, review and approve cards, remove users and edit the bio page template.
You can also see how many cards are tapped each week or over the lifetime of the card.

What else can you do on the Spring platform

- NFC Cards, key fobs, stickers, interactive signage.
- Bulk or Single QR Codes
- URL campaigns
- Mobile landing pages
- Digital cards for Apple and Android wallets

Smart Business Cards Guide

Contents

Getting Started

Welcome to the guide to NFC business cards. Before you start, understand your options on how to run the project.

Self Service

Our Account Manager will discuss the products you require. We will manage the print production process from start to finish. You will be onboarded on the platform as a Team User (administrator) and given guidance on how to build a campaign, how to design a bio card and invite End Users (employees) to upload their contact information. You will complete these tasks.
You can also upload contact information via csv file on behalf of End Users.

Managed Service

Our Account Manager will discuss the products you require. We will manage the print production process from start to finish. We will design the bio page and upload your data, run tests and invite users to the platform. You will be onboarded on the platform as a Team User (administrators) and given guidance on how to build a campaign, design a bio card and invite End Users (employees) to upload their contact information.
You can also upload contact information via csv file on behalf of End Users.

ACTION Select Type of Service:
I want a self service experience
I want a managed service experience

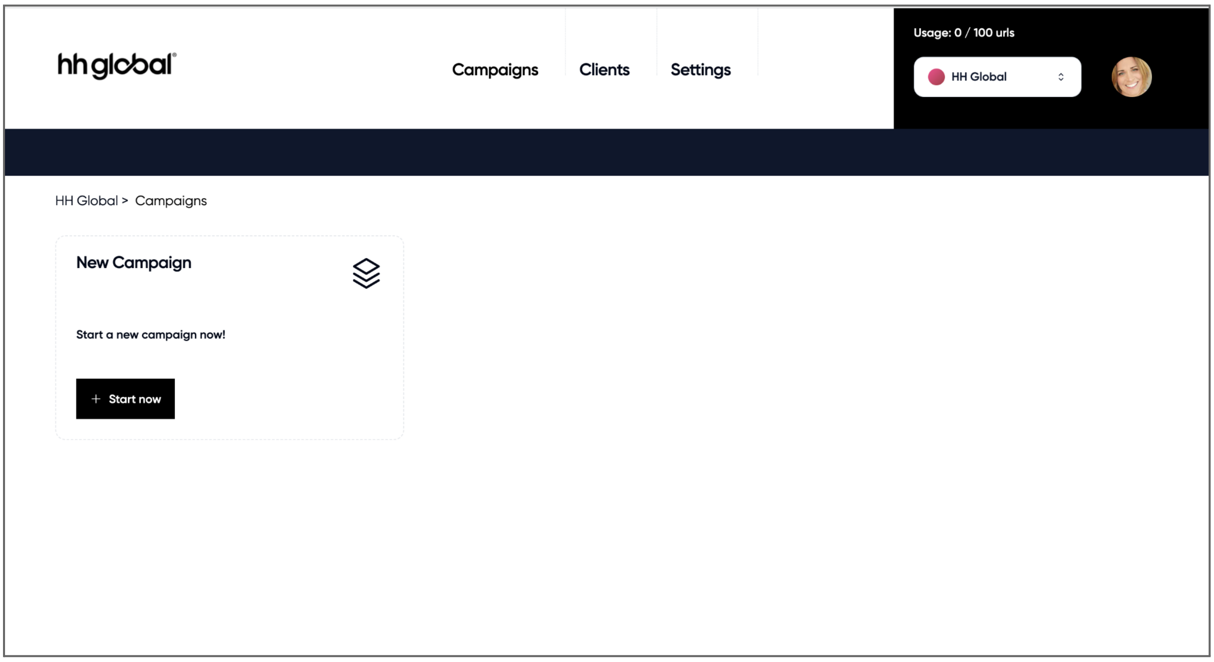


Image description: A branded Agency Account

Select no. of URLS
Each End User will need a unique bio page. This a URL which appears in a browser when a card is tapped or a QR code is scanned. We charge a monthly or annual subscription based on the number of URLs you use. E.g. A company has 1 card per employee and 550 employees. This means you have a subscription for 550 URLs. Another company has 2 cards per employee and 100 employees. They have a subscription for 100 URLs.

ACTION Select number of URLs:
I want the same number of products as URLs and notify the Account Manager.
I want multiple products for a single URL and notify the Account Manager..

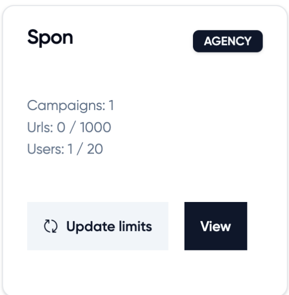
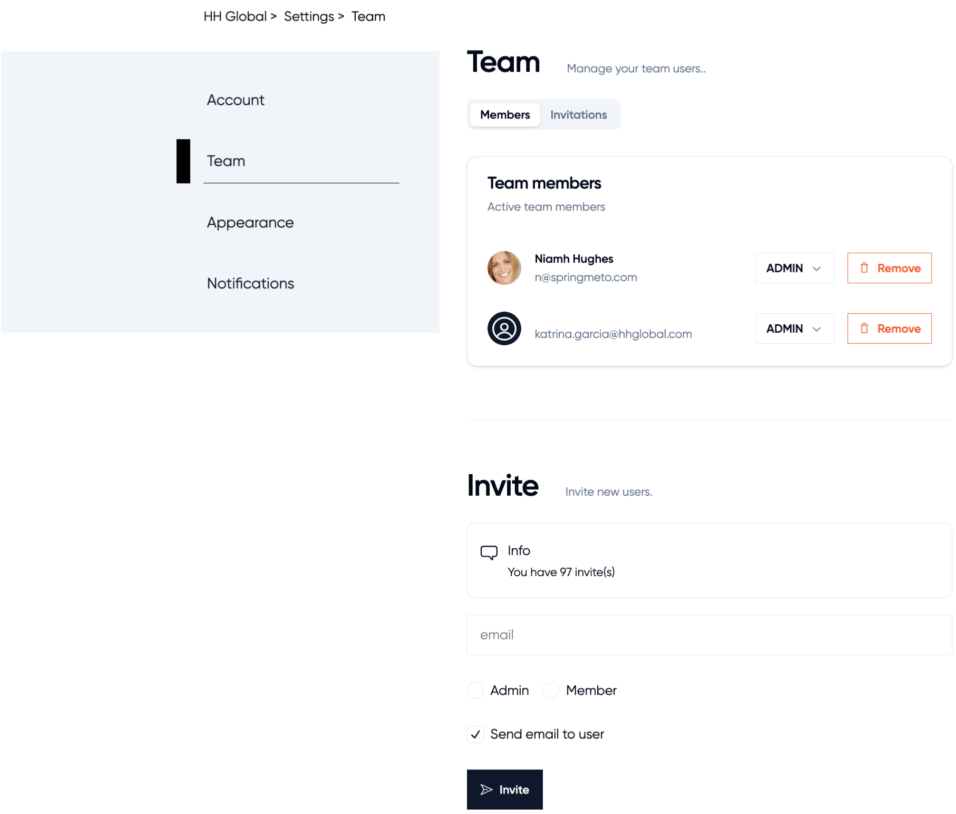


Image Description: A view of an Agency account with one live campaign and 1000 URLS and 1 Team User of 20 available Team Users.

Type of Account
You can set up an account as an agency, where you can white label the platform with your branding, run your own campaigns, add clients and run

client campaigns.

ACTION Select type of User:
I am an Agency Owner
I am an Agency Team User (Admin)
I am an Agency Team User (Member)
I am a Client (Admin)
I am a Client (Member) - can view and approve End User changes



What you'll do

1. Ask Account Manager to set up account - specify type
2. Register via email link
3. Go to Settings
4. Go to Team
5. Set up Team Users and send invites if required.
6. Tick 'Send Invite to user' for an email to go to a new Team User.
7. Untick to add a Team member without an automated invitation.

Please review user rights [here](#).

Set email notifications by Team User

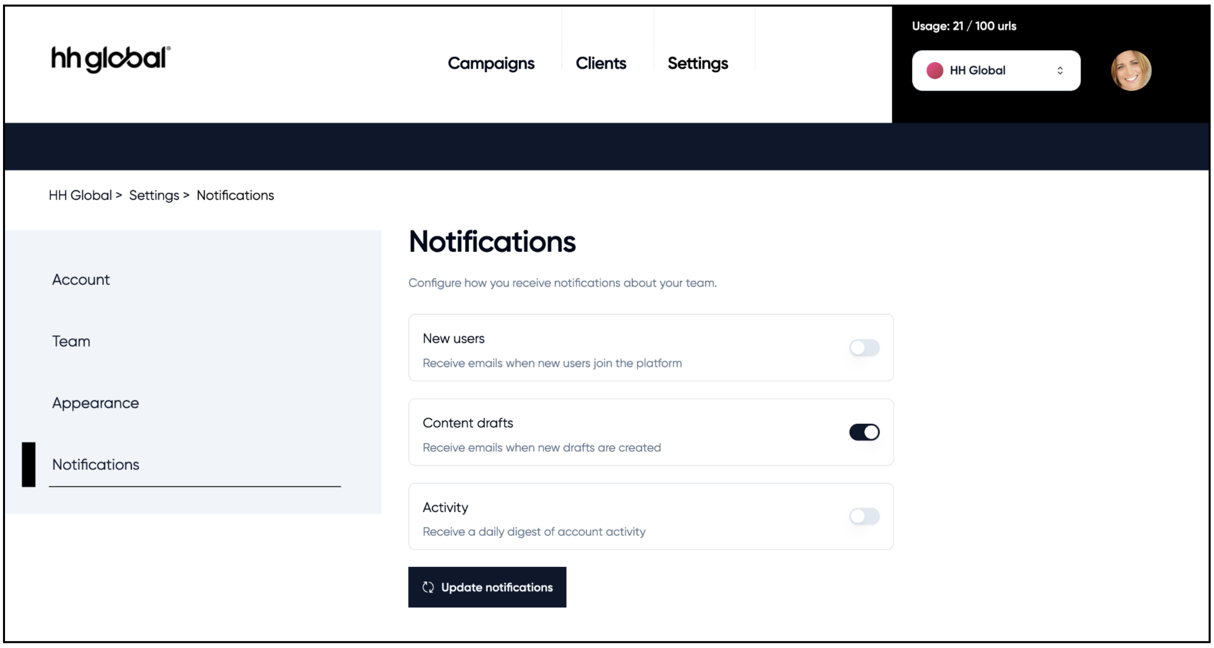


Image description: Team Notifications management

Support
When you are getting started, liaise with the Account Manager to answer any questions. Once your campaign is live, email support. Include details of the issue, your account information and campaign ID. To raise a support ticket, email support@springmeto.com

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CAMPAIGN SET UP

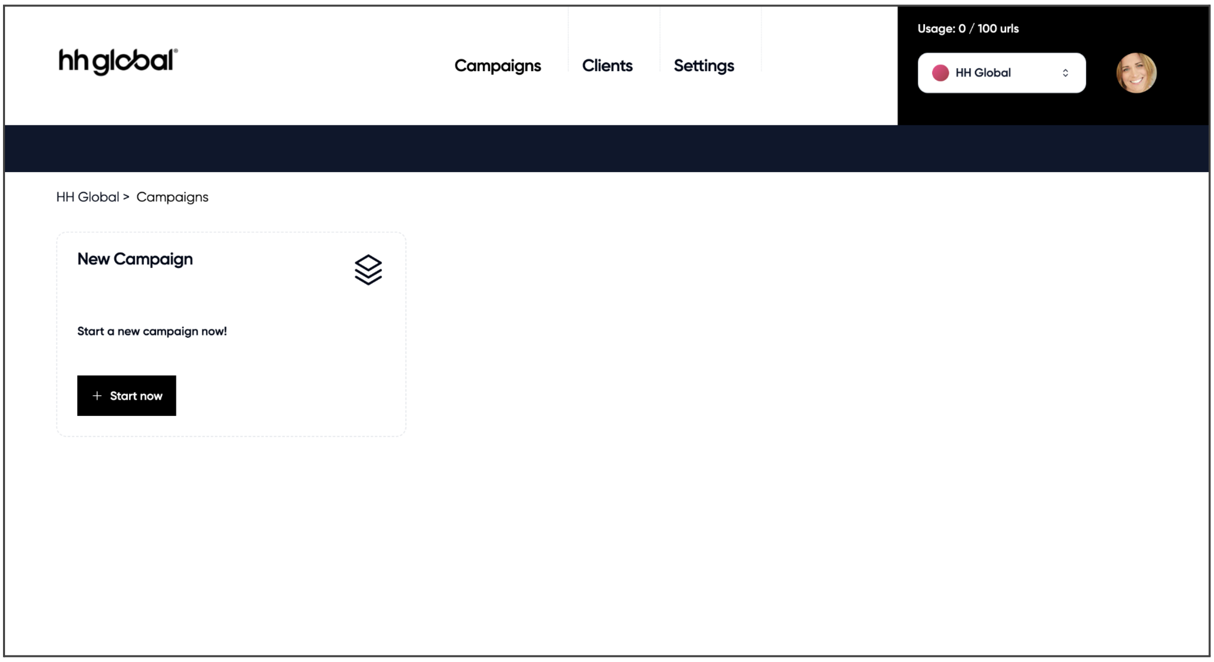

Image description: Agency homepage with block to start new campaign

CAMPAIGN SET UP What you'll do

1. Log into your account via link or website.
2. Click 'Start now' to add a new campaign
3. In pop up, name campaign
4. Select type of campaign - Managed / With Approval / No Approval. You can change this in the future.
5. Create bio page template
6. Download data import template
7. Add data to csv data import template
8. Set End Users to Active
9. View live bio pages

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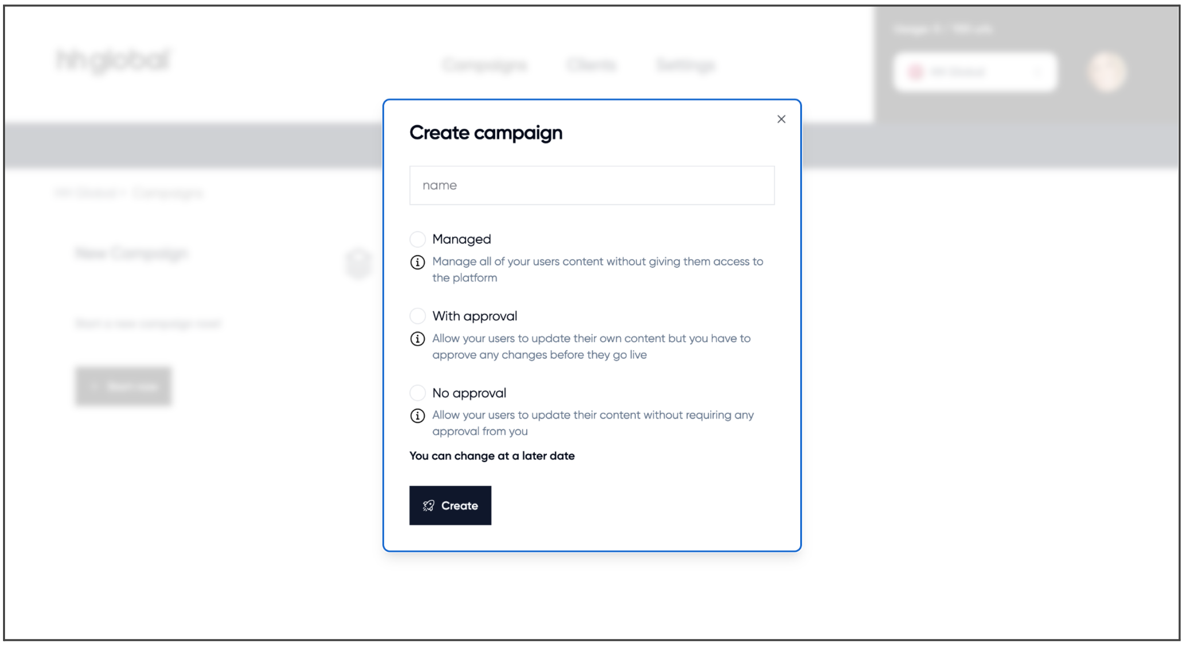

Image description: Start new campaign and select permission levels of campaign.

CAMPAIGN SET UP Create Bio Page Template
When a card is tapped with a smartphone, it takes the user to a web page (URL) in their browser. The page is designed and managed via the ‘campaign’.

To view and edit the template go to “Template’.

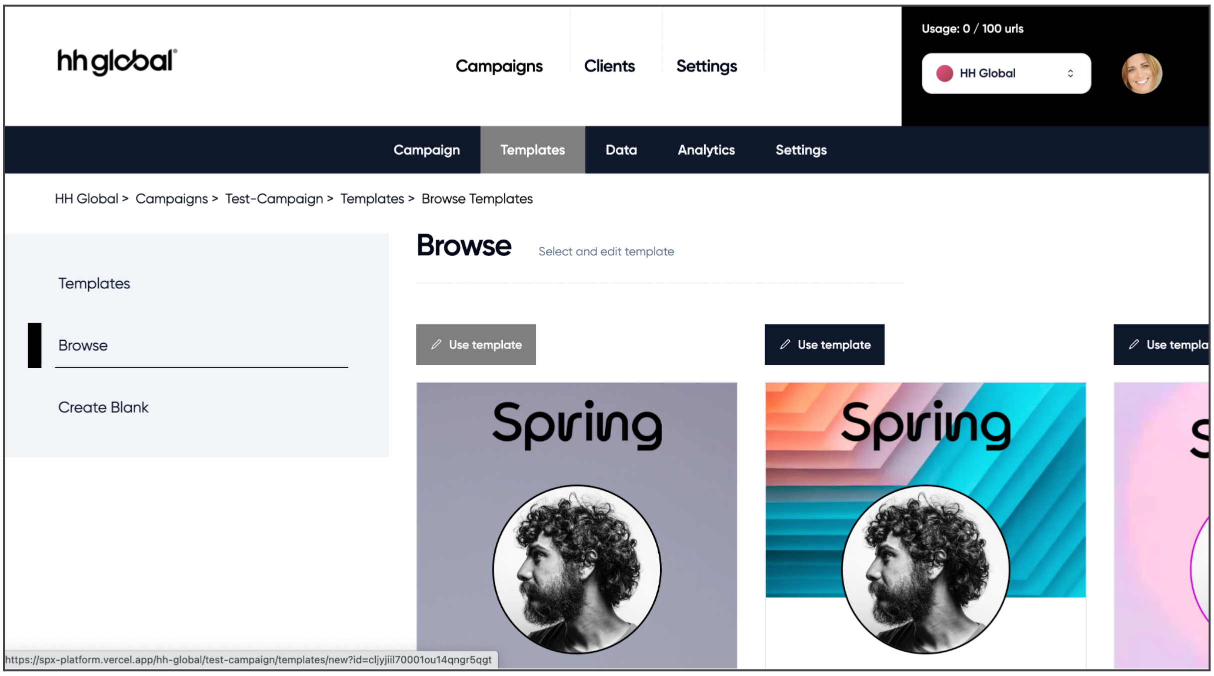

Image description: Template Selection

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CAMPAIGN SET UP Data

Types of End User States

Active End User pages are live
Drafts Bio pages awaiting review and approval by Team User
Available Unclaimed URLs. Use these when you add more connected products or for spare cards for new End Users or to replace lost cards.
Offline Assigned URLs which have been paused. When a card is tapped with an offline URL, a 404 Error message will appear.
Import Get Data import example and template for upload End User data.

How to add new user email to platform

Upload users either manually or in bulk.

Quick Guide Add new User or Claim URL

Go to Available
Refer to Code printed on product. E.g. card 'Xmu9U'
Search code
Claim URL
Enter user Information

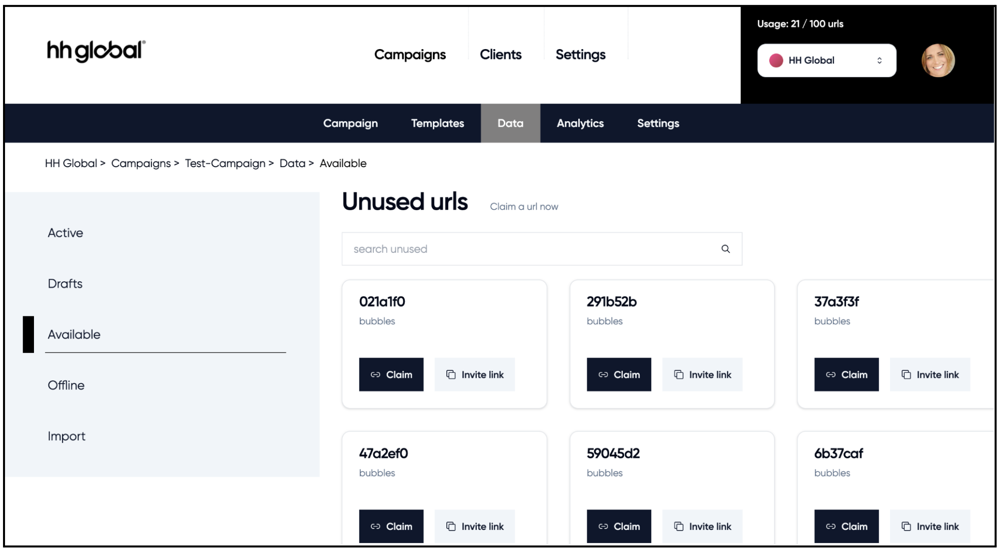

Image description: Campaign management of new card allocation

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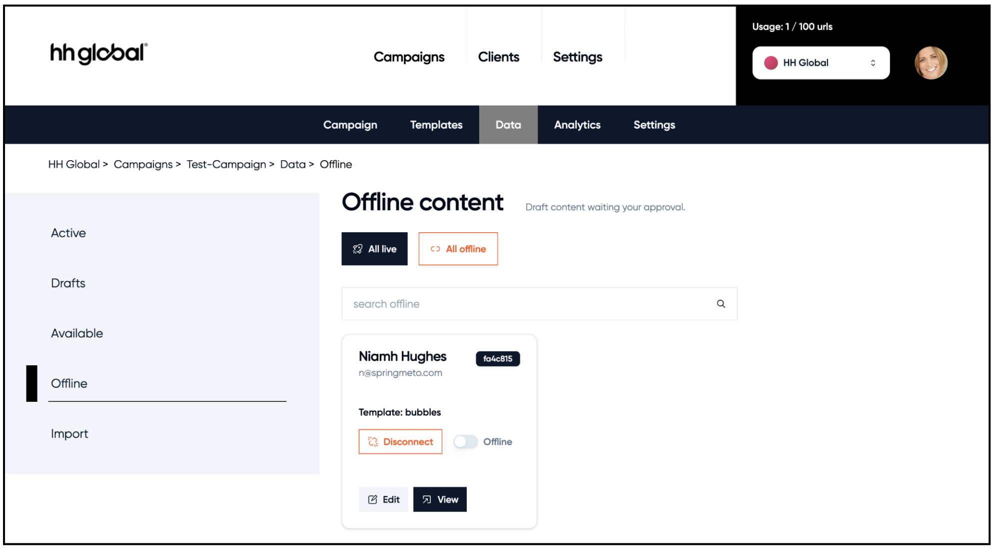


Image description: View disabled URLs

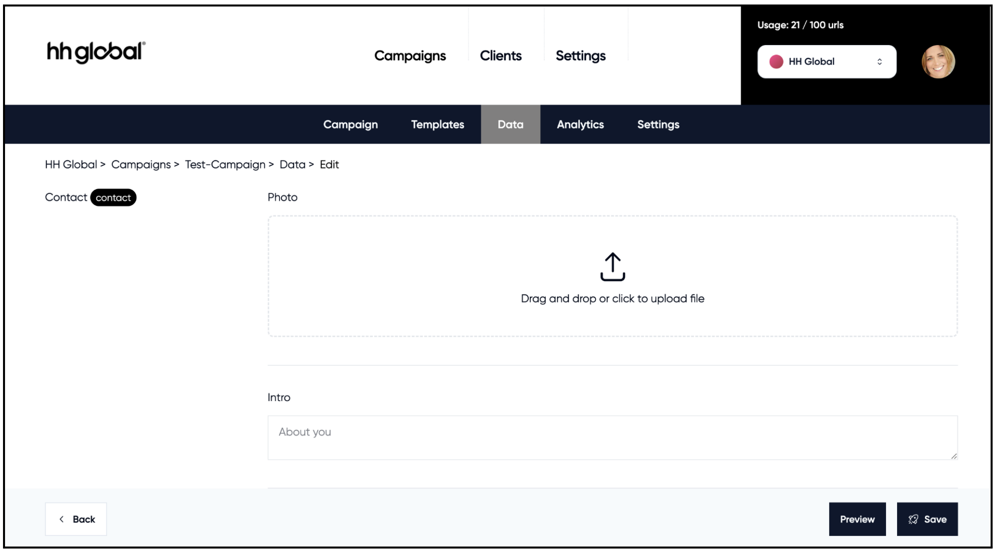


Image description: Edit End User Content via platform

Campaign Settings

EDIT Campaign End User Permission Controls

Once the campaign is created, you can add data. Add End user data in three ways:-

Managed Add ALL End user data with CSV file. If you do this, their card will be live and connected to their completed bio page when they are shipped.
With Approval Send link to End User to add their own content. If you do this, the user cannot use their card until they have completed uploading their content. You can select 'with approval' so that changes are held for review and approval in the campaign by a Team User.

No Approval Send link to End User to add their own content. If you do this, the user cannot use their card until they have completed uploading their content. When you select ‘no approval’ changes will automatically update.

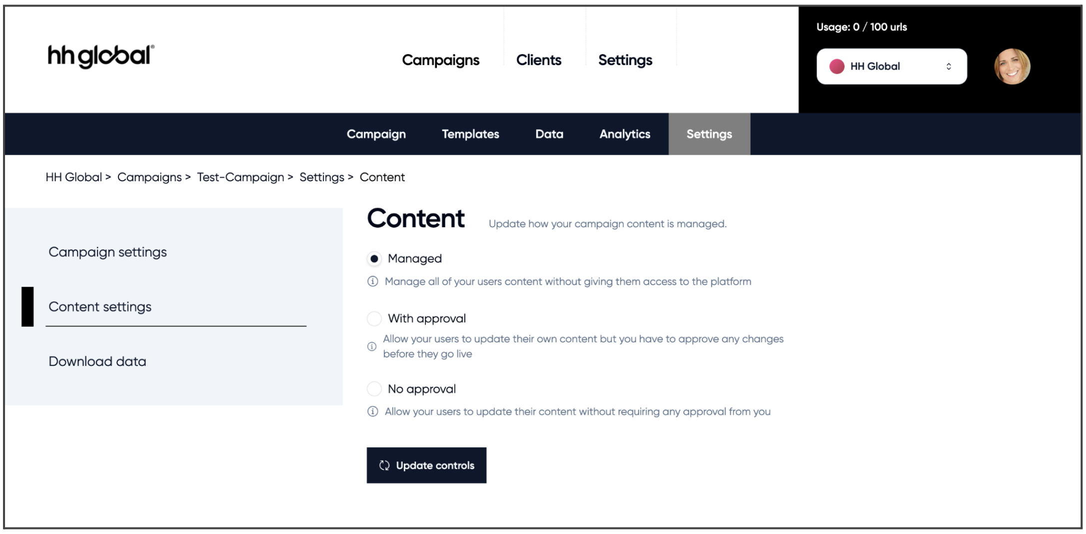
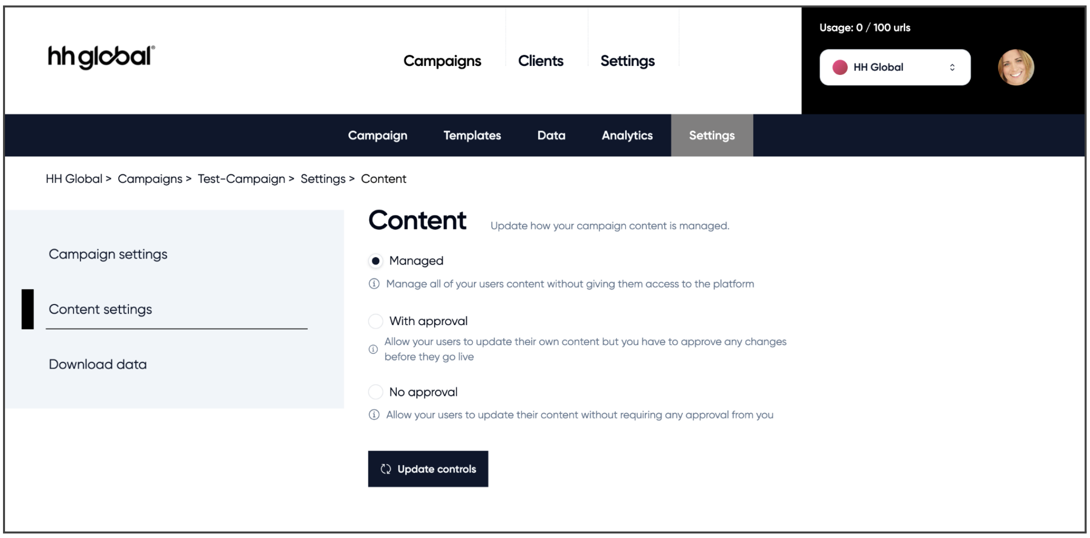


Image description: Edit Campaign type by End User Content Permission

Assign URLs to campaign

The NFC chip or QR code is encoded with a piece of data. In this instance, it is encoded with a URL generated by the campaign. When the product is tapped, or the QR code scanned, the mobile page appears in the browser page.
E.g. https://smyth.spring.cards/12854/3eUjY
The number of URLS represent the number of Mobile pages you want to manage in the campaign. You will assign URLs to the campaign when you set it up. Either the Account Manager will assign them on your behalf (Managed Service) or you will do it. (Self Service).



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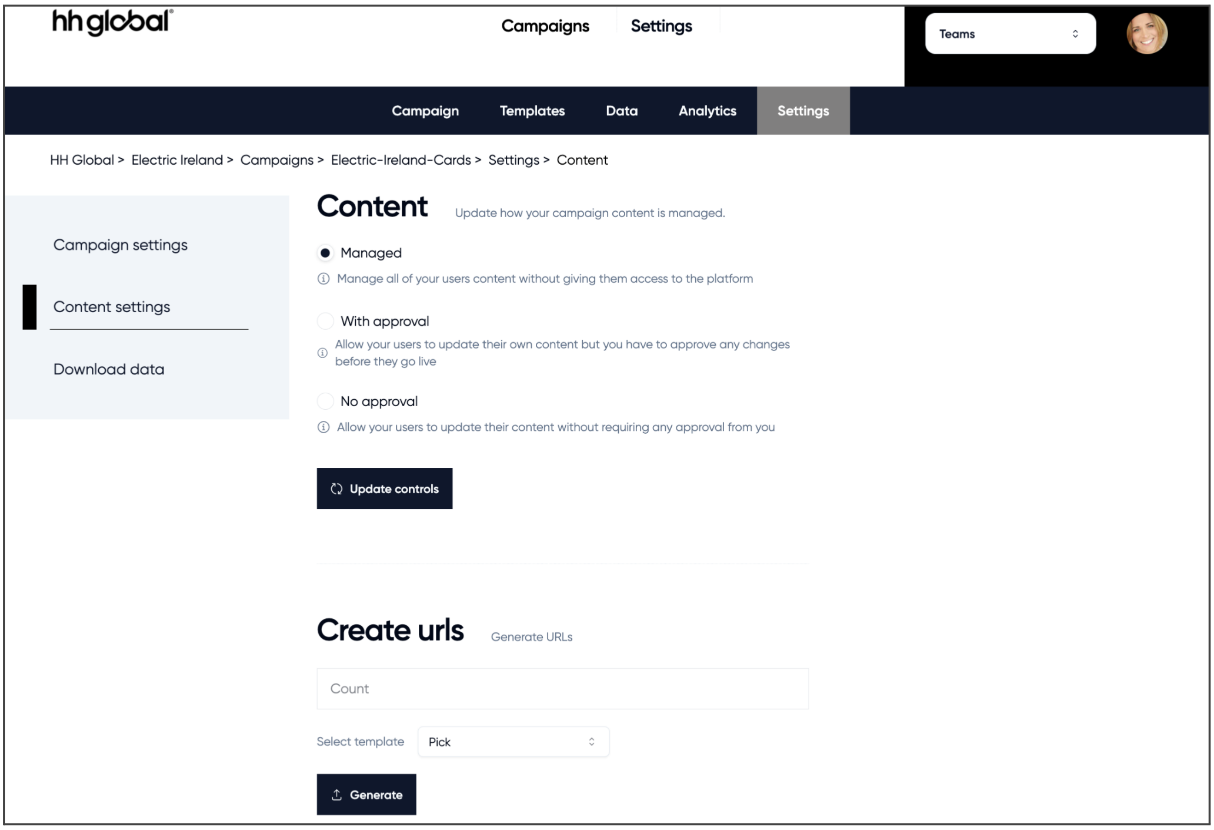
QUICK GUIDE Assign URLs to a campaign
Go to Campaign
Go to Campaign Settings (on black)
Go to Create URLS
Select template
Select quantity of URLs
Click 'Generate'



Import Data

When you import a data file -

1. When there are no existing users/URLS

- Generate the URLs in advance of data import. Select 'Import Template'. Use .csv file and do not edit column titles. Each entry requires a first name and email at a minimum. View example data for guidance. Ensure all phone numbers are consistent and have the correct International and Area codes. Ensure you have consistent spacing between numbers. E.g. +44 (0) 7515 891 953 or 0117 861 5678. If the .csv file does not show the '0' in the field, it will in the import.

PLEASE NOTE: We recommend downloading the data from each campaign and storing it locally (an on premise server) at regular intervals to back up user generated data. This will ensure you have a record of URLs in use and the content on each biopage.

If you make a mistake, import the correct data and it will override the existing data. If you accidentally import a batch of incorrect data, and it overwrites existing data, we recommend downloading the encodings and assigning the data again to start a new campaign.

It is the responsibility of the Team Users to understand and follow the processes of responsible data management. We can provide training and troubleshooting if you are uncertain of the correct steps. We do not take responsibility for loss of data or product wastage in any circumstance.

- **Import data before URLs have been generated**

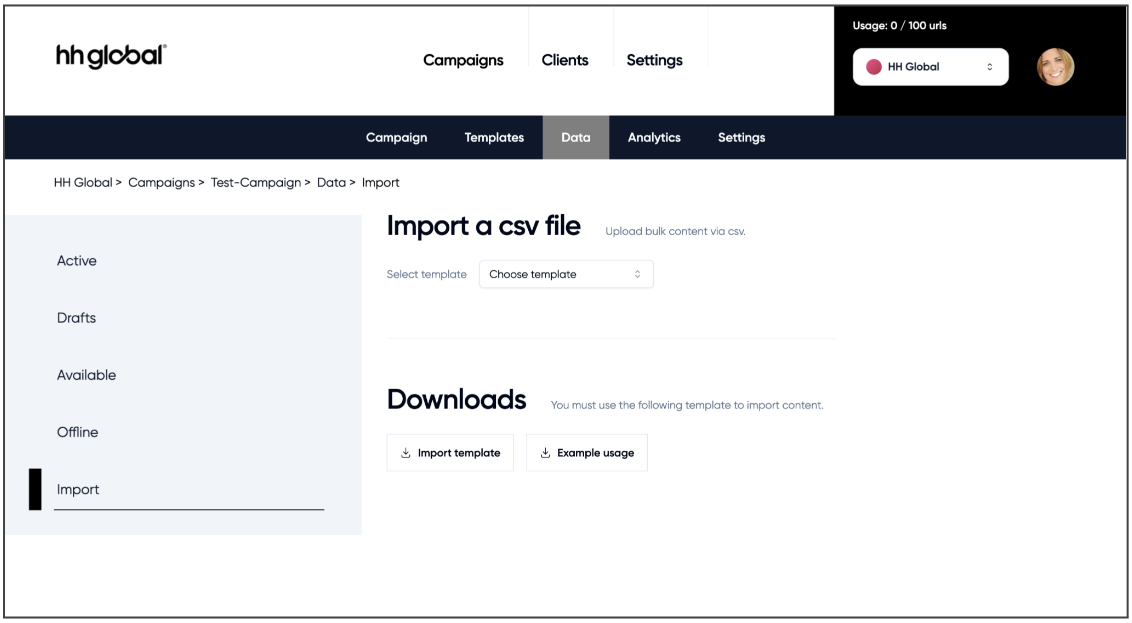
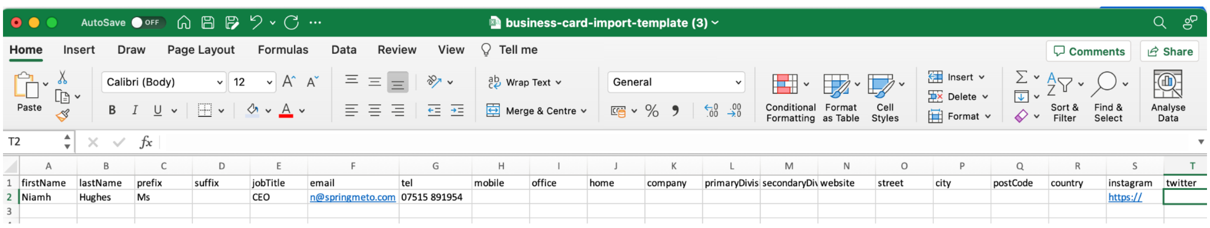
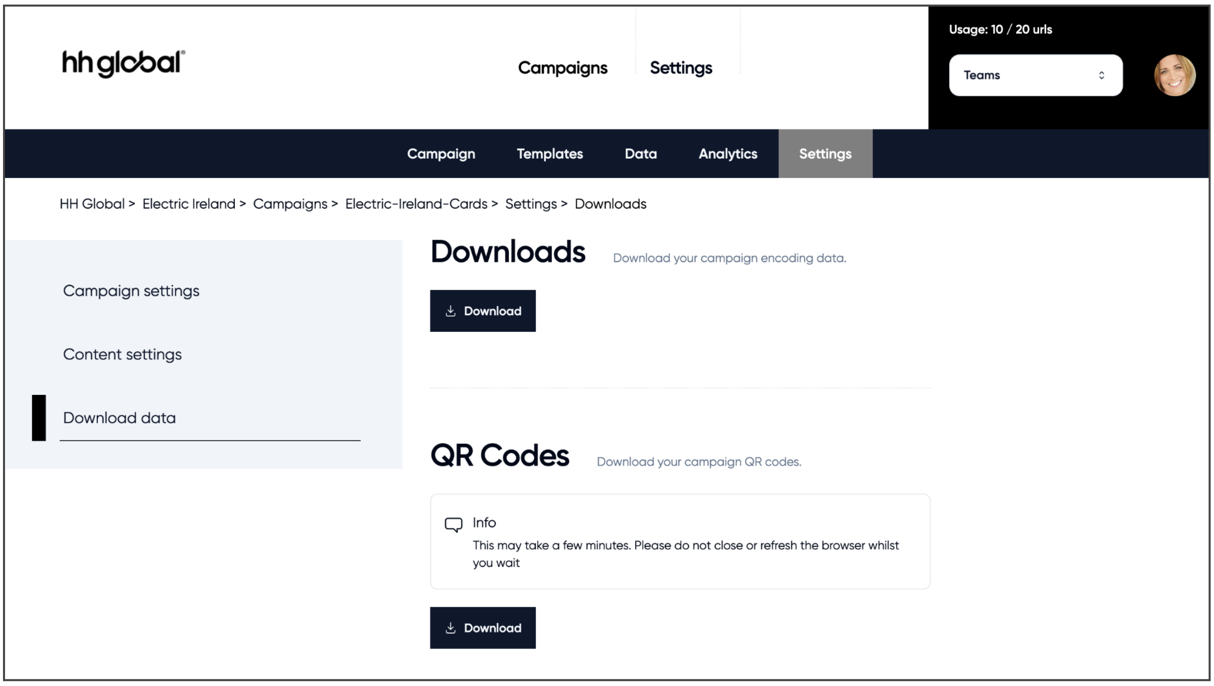


Image description: Import data



How to Download Data

Download URLS Download a full list of URLs. In order to download all End User data, submit a request via support@springmeto.com



Download QR codes
CAMPAIGN MANAGEMENT User Management

EDIT End User content or upload Picture

Upload picture - only files under 1MB will load. If the image is too large, an error message will appear.
Use only .png, jpeg or .jpg files.

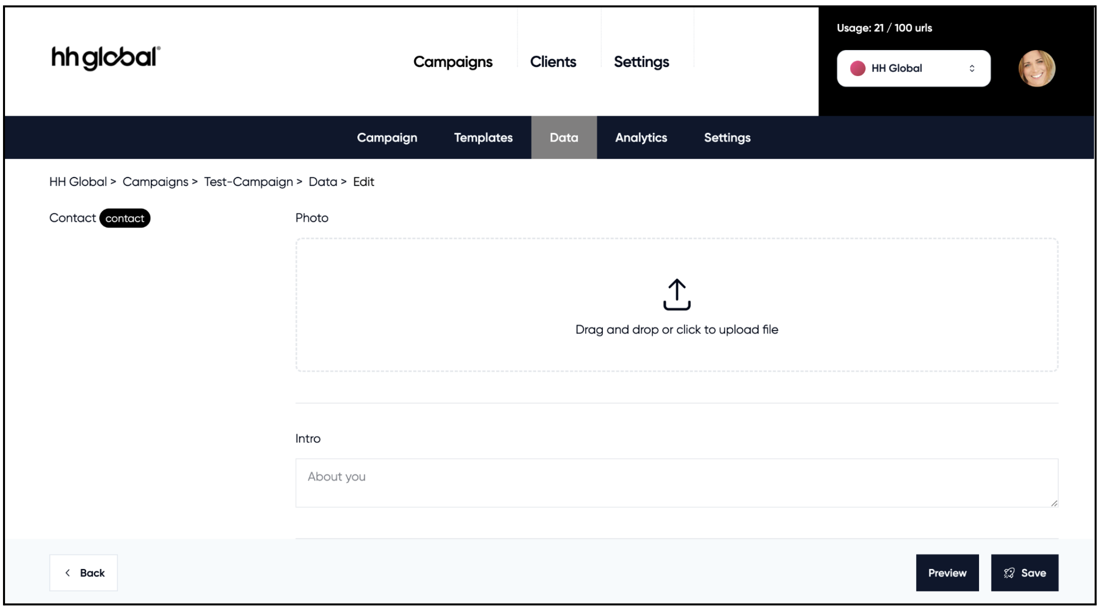


Image description: Team Notifications management

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How do I identify the correct URL/Campaign code/product code on a product?

Option 1: If you do not have the product i.e. card
Contact the administrator for the data sheet provided.

Option 2: If you have the product i.e. card
Hold your smartphone up to 5 cm from the centre of the card. Apple phone's NFC reader is at the top of the phone. Android phones are in the centre of the phone. A browser page will open, You will see a URL in the web page. the card to find the product code. It is part of the URL.

For example

https://smyth.spring.cards/12854/3eUjY- the campaign code is '12854' and the product code is '3eUjY'.

How do I deactivate a card and remove a users' bio data?
To deactivate a bio - simply go to Data. Then Active and find users by search. Click deactivate. Please note. You cannot reopen or reuse a deactivated URL, the card cannot be reused.

If you want to pause or reassign a card - Simply EDIT the content or click 'offline' until you want to use the card again.

How do I reuse a non-personalised card and replace a users' bio data?
If you want to retain and reuse a non-personalised card, go into the bio page and edit the information to the new user's bio data or if the user will edit their own bio page, replace it with standard phrases. E.g. change name to "First Name' etc.

Then either save changes or click 'offline' and the card will show a 404 Error message when tapped. Then reuse at a later date.

How can a user edit their bio data?

Step 1. Invite users to edit bio. There are two options.
Option 1. Client communications via your internal system
Add users to campaign so that they can access their bio page. As a security measure, If their email address is not assigned to the platform, they will not be able to access their bio page.

Suggested email to new users:

Welcome!
You have been issued with a [company] contactless NFC business card. It's a simple way to share your contact details with the tap of a smartphone or scan of QR code.

Your card is active and ready to use.
How to use:
To use an NFC card, all you have to do is tap a compatible phone or device to the card. Most recent iPhones should be able to use NFC tags with ease. For Android users, the ability to scan NFC tags may need to be turned on in the device settings. If you want to edit your bio page, it only takes a couple of minutes.

Edit your bio
Go to https://[company].springmeto.com/edit and follow the instructions. Edit card and click 'save'. In completing a bio you are agreeing to data being used for professional purposes in accordance with GDPR guidelines.
https://smyth.spring.cards/12854/3eUjY-
Your company may have Approval controls on any changes you make to the information on your bio page. If the card is not approved within a reasonable amount of time, please contact your representative.
Please allow 2 hours for changes to be updated.

If you have any questions, feel free to email our customer success team support@springmeto.com
For more information on privacy, go to https://www.springmeto.com/privacy

Option 2. Add user via Platform

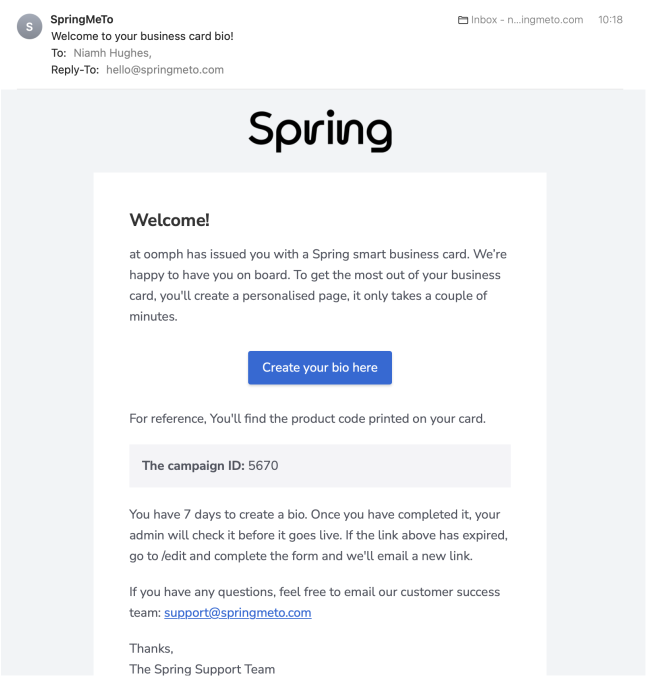
How to resend invite to edit bio for existing user

Go to 'Campaign'. Click on 'User Management'. Find user in Active users, click resend invite. This will activate an email which enables the user to sign into the client portal.

[insert screengrab]

End user EDIT portal

Once the end user enters their email, the campaign code (printed on shipping card) and product code (printed on business card) they will access the portal. Portal URL:


SpringMeTo
Welcome to your business card bio!
To: Niamh Hughes,
Reply-To: hello@springmeto.com
Inbox - n...ingmeto.com 10:18

Welcome!

at oomph has issued you with a Spring smart business card. We're happy to have you on board. To get the most out of your business card, you'll create a personalised page, it only takes a couple of minutes.

Create your bio here

For reference, You'll find the product code printed on your card.

The campaign ID: 5670

You have 7 days to create a bio. Once you have completed it, your admin will check it before it goes live. If the link above has expired, go to /edit and complete the form and we'll email a new link.

If you have any questions, feel free to email our customer success team: support@springmeto.com

Thanks,
The Spring Support Team

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Image Description:End User Edit Bio page email

End User Log in https://app.springmeto.com/

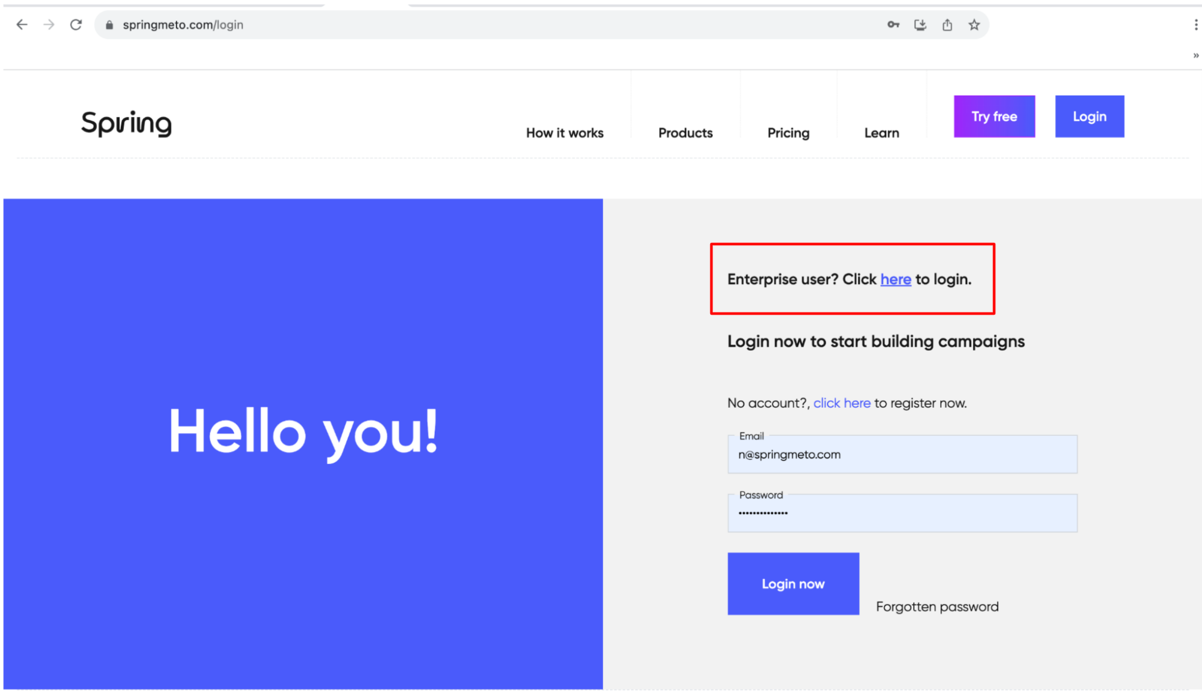

Image Description: Log in page

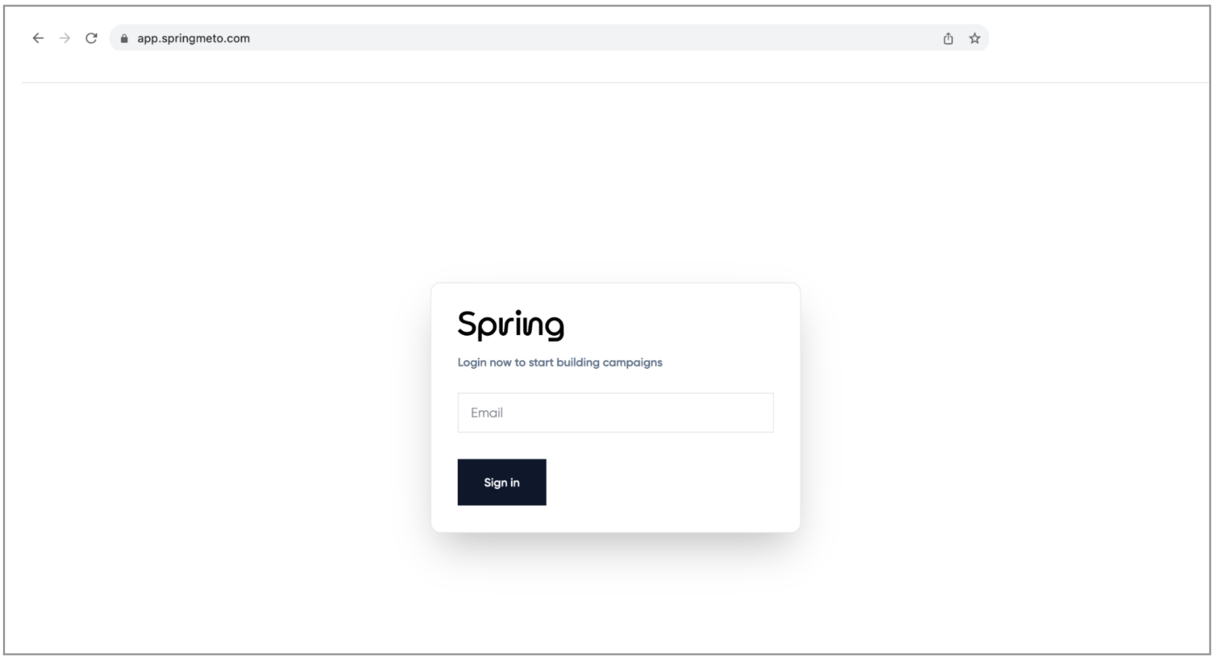

Image Description:Spring Enterprise platform login

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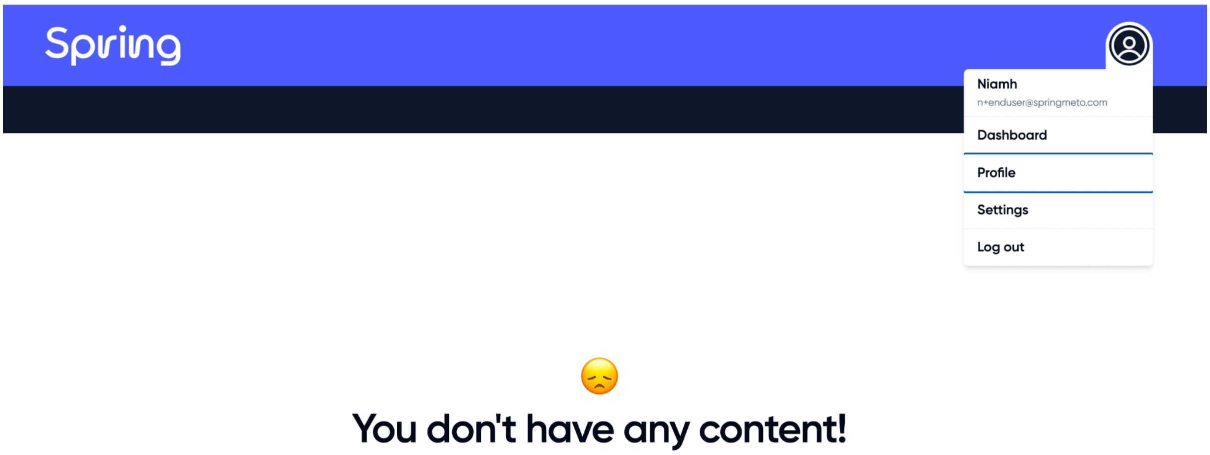


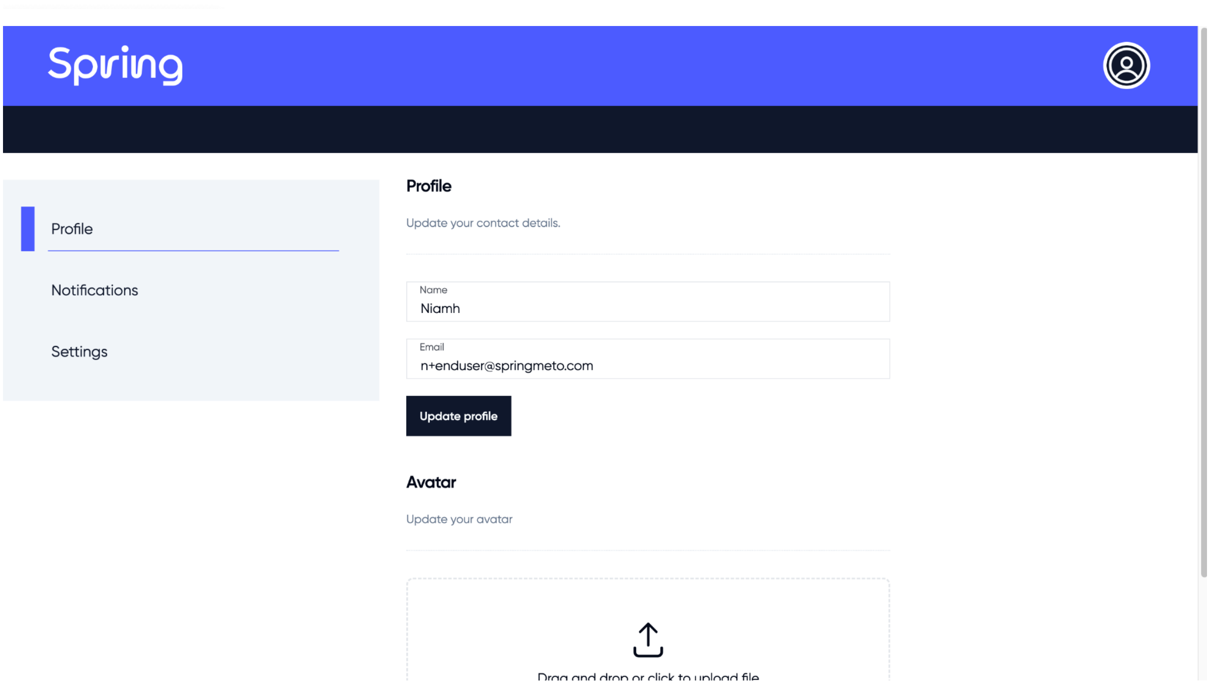


Image Description:End User Edit Bio EDIT page

Security & GDPR

We only use accredited NFC tags in our connected products. Learn more about the security protocols on the chips we use.

We enable our clients to use the Spring platform under GDPR regulations through a number of different user security levels. Contact us to learn more about account management options or read our GDPR statement.

Selecting Connected products

Product Selection - NFC or QR Product checklist

- Material - choose wood, pulper or recycled plastic. Custom cork and metal available with minimum order quantity restrictions.
- Size - select standard size through online tools or contact sales to request custom size.
- Print ready artwork - use artwork guidelines to create print ready artwork. For custom finishes such as spot gloss, lamination, Pantone colours and custom fonts, contact sales.
- Personalisation - choose whether you want to personalise the products. Personalisation available on custom products. Contact sales. Provide a .csv file with required fields and reflected on artwork.
- Technology - choose NFC, QR or both.

Digital and data checklist

- URL selection - Decide how many URLs you need for your campaign. The URL is encoded onto your connected products. Do you require one URL for 100 products? Or 100 URLs if you want to point each connected product to individual content and links.
- Template selection - Select a template to edit. If you cannot find one which suits your campaign, we can build custom templates.
- Data for landing page - decide where you want to point your connected product. get your links ready. If you are building an NFC/QR business card campaign. Get your user data ready in a .csv file to upload.
- Brand colours and images - have HEX colour references for your brand colours and .svg files for images. If you need to crop images, use online free tools to edit the images.

Questions and Answers

How can we order the cards?

Some clients like to order in batches, some in one single order for cost efficiencies in volume and single order or a print on demand project or hybrid?

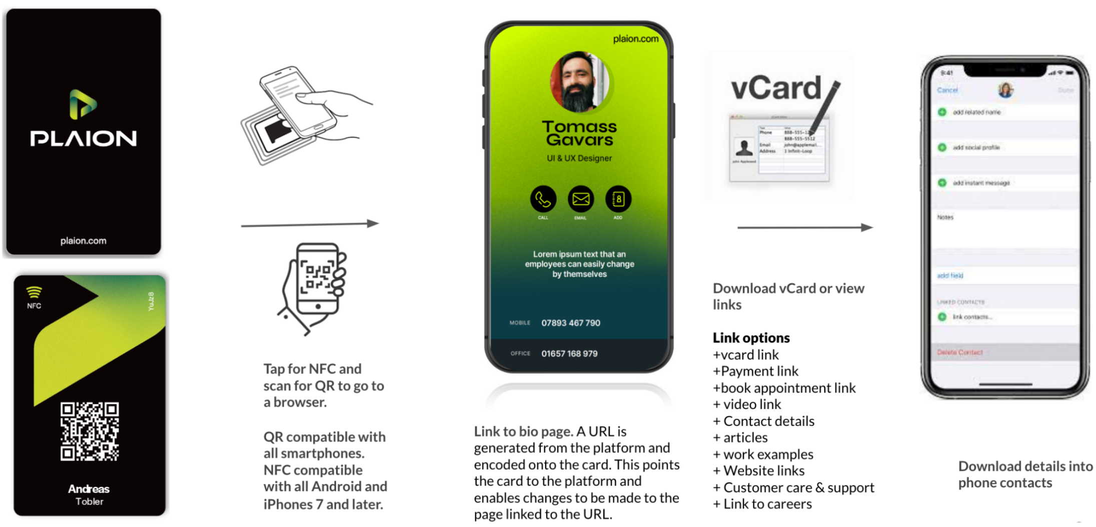
Business card design and manufacture

We design business cards with three types of functionality

- TAP to a vCard - when it is tapped, it automatically downloads data encoded onto the NFC chip.

TAP to a URL - you can manage the URL internally. Choose between encoding to the chip (never change) or encoding to the platform where you can change the URL at any time.

- TAP to our platform - you can build bio pages, add new starters to blank cards, see tap analytics, manage data centrally, added security features, approve bio changes, edit information and enable end users to manage their bio data via a portal.



NFC and QR or both?

Many clients like to have QR code on the cards too. It's worth discussing smartphone compatibility with NFC.

Do you manufacture with sustainable materials?

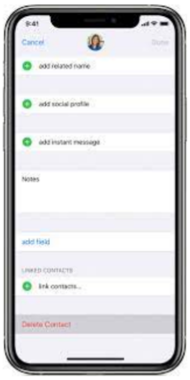
We can manufacture with 60% recycled plastic, FSC Certified Wood or Hard Card with paper inlay.

What is the lifespan of the cards?

Premium quality, durable — We manufacture a number of materials with different lifespans, dependent on the requirements of the client and environmental factors. For example, temperature has an impact on the colour and lamination of cards. E.g. extreme heat, exposure to mixture,etc. In some instances, our clients want products which last a couple of days and break down fully in the recycling process. Others want strong durable Recycled Plastic. Happy to provide samples for testing.

How many cards do companies order?
Many clients provide staff with two cards in case a staff member loses a card. We also tend to add a quality of non personalised cards for replacements and new starters as MOQs on single orders are 100 units.

What is a vCard?
A vCard is a type of file. When the card is tapped, or the Add contact button on the landing page is clicked, the contact details data is stored as a contact in the phone.



PLEASE NOTE: If you choose to encode the vCard directly onto the NFC chip, the data cannot be edited after the card is produced. If you choose to go via our platform, the data can be edited in future. So phone numbers can change, or job titles. Hence, lengthening the lifecycle of the card.

What data is included in a vCard?
Name, phone number, website, LinkedIn page, position, email address, address etc.

What personalisation is available?
Yes, you can get cards with any level of personalisation as well as blank cards for new starters in a single order.

Do you do samples?
We charge a nominal fee to create sample artwork, sample cards and build a pilot campaign with sample data.

Can you do packaging for sending out the cards to the team?

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Yes we can do packaging. We can recommend fulfilment houses for individual fulfilment.

Can you provide a QR code in case they forget their card?

Yes we can supply a vCard file from a QR. Yes, our platform enables the use of a QR for sharing information. We'd need to know how the client would like to access the QR code, just once or always. Whether they want the bio data to be editable. Would it be emailed to a user? Would you like us to create in different formats?

What are the lead times?

2-3 weeks for cards from approval of digital proofs and supply of data.

Can contact information be updated if required?

Yes, we have a number of ways the data can be updated by the end user, our team or and by assigned administrators in your company.

Print production

How do I order more cards?

Contact your representative.

How are the smart business cards organised?

There is a 'Campaign' for each bio page design.