



Lexmark™

# Publishing Platform for Retail

Version 1.0

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## In-Aisle Publisher User's Guide

February 2024

[www.lexmark.com](http://www.lexmark.com)

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# Change history

## January 2024

- Added the dynamic IAP UI configuration.

## December 2023

- Added the LEAP feature.

## August 2023

- Provided MSI support for Print Control Services Installation.

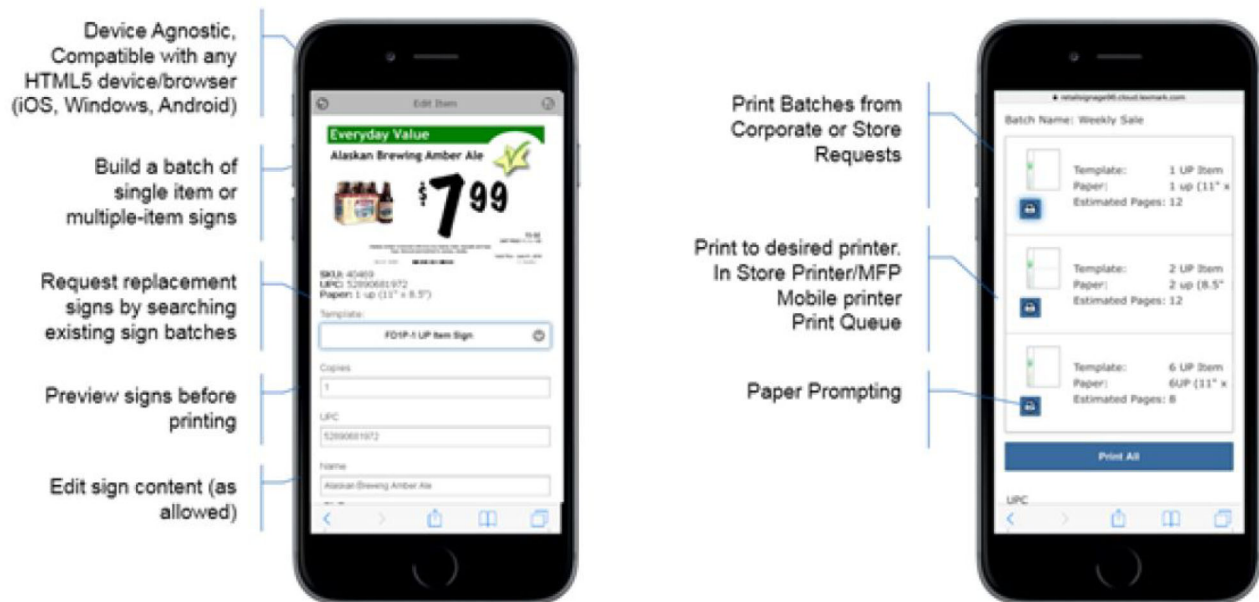
## July 2023

- Initial document release.

# In-Aisle Publisher

With the In-Aisle Publisher application, you can manage, preview, print, and publish signs and batches from anywhere in the store. You can also audit signs to verify their accuracy.

In-Aisle Publisher runs on most mobile browsers and on devices running on the Android, Windows, or iOS operating system.



## Deployment readiness checklist

You can install In-Aisle Publisher on any of the following operating systems:

- Windows Server 2022
- Windows Server 2019
- Windows Server 2016
- Windows Server 2012

Make sure that Microsoft .NET Framework 4.8 is installed on the server.

Make sure that any of the following browsers is installed:

- Google Chrome™ (latest)
- Microsoft Edge (latest)
- Mozilla Firefox (latest)

## Signing in to In-Aisle Publisher

- 1 From the Publishing Platform for Retail home page, tap **In-Aisle Publisher**.

**Note:** You can also open a browser, and then type

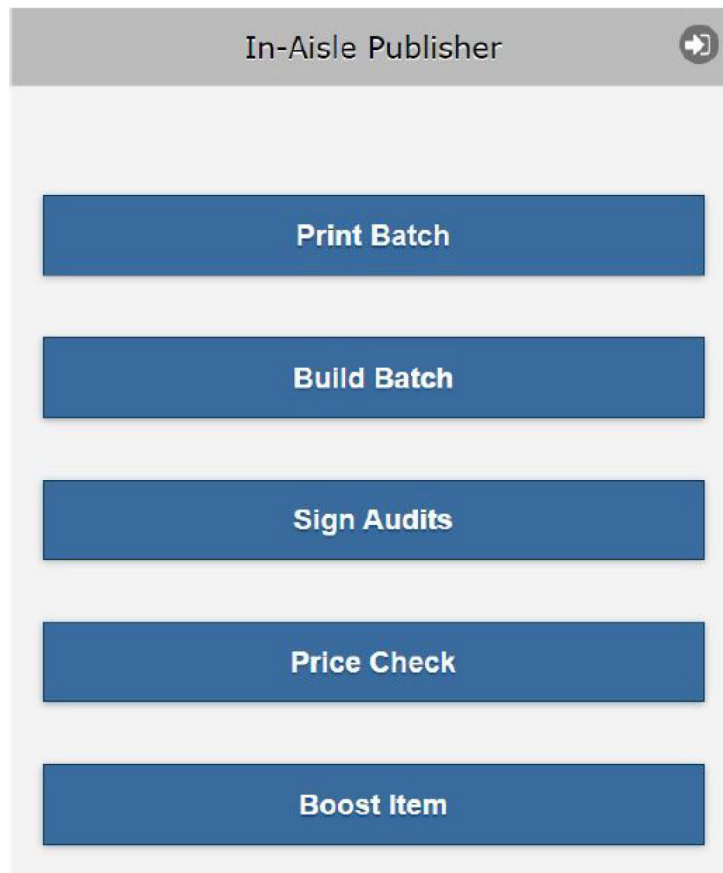
**https://*Hostname*/PPM/Mobile/Site/AvInAisleMain.aspx**, where *Hostname* is the IP address or host name of the Publishing Platform for Retail website.

- 2 Type your username and password, and then tap **Connect**.



The screenshot shows the login interface for In-Aisle Publisher. At the top, the text "In-Aisle Publisher" is displayed in a large, bold font. Below this, there are two input fields: "User Name" and "Password". A blue button labeled "Connect" is positioned below the password field. Underneath the "Connect" button, there is a checkbox labeled "Keep me logged in". At the bottom of the screen, the Lexmark logo is visible, consisting of a green square with a white play button icon and the word "Lexmark" in a sans-serif font.




3 You would be redirected to the home screen window.





- Print Batch
  - Users can print existing batches.
  - Batches available includes corporate batches, batches created with **In-Store Publisher**, and **In-Aisle Publisher**.
- Build Batch - Users can create new ad hoc signs in a new batch.
- Audit Signs - Allows a random audit of store signage and labels.
- Price Check - Users can scan an item SKU/UPC and get a price back in a default sign template format.


## Navigating the header options

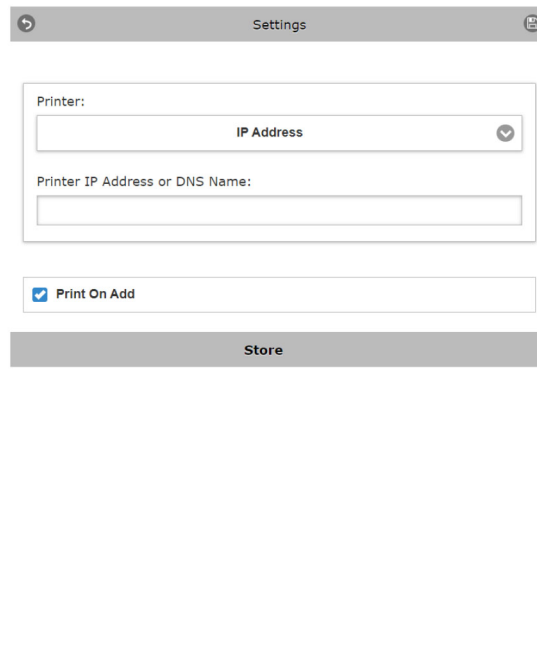
Header navigation options change depending on the current navigation location, and include the following options:

- —Log out of the application.
- —The main navigation menu
- —Configure printers and printer options.

- —Return to the previous screen.
- —Save the options on the screen where it is available.

## Configuring the printer settings

- 1 From the home page, tap **Build Batch**, and then tap **Single-Item Sign** or **Multi-Item Sign**.
- 2 Click the **Tap Options** button .
- 3 Select the printer.
- 4 Select the **Print On Add** option to print the sign automatically when you add signs to the batch.



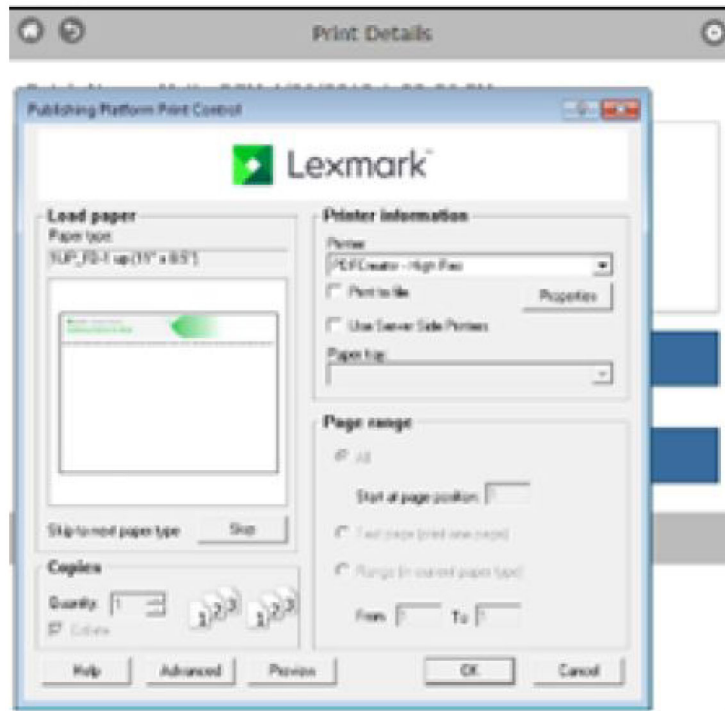
The screenshot shows a mobile application interface titled "Settings". It features a "Printer:" section with a dropdown menu currently displaying "IP Address" and a checkmark. Below this is a text input field labeled "Printer IP Address or DNS Name:". Further down, there is a checkbox labeled "Print On Add" which is checked. At the bottom of the settings area is a grey button labeled "Store".

- 5 Click the **Save** button .

## Client-side printing to a local printer

If you are using client-side printing on a Windows operating system, then the Print Controller launches, prompting you to select a printer and other available options.

The Print Controller controls the print process and routing to the printer.



## Server-side printing to an IP address or a print server

If you are using server-side printing, then the print job is routed to a print server that has the configured printer. Then the job is sent through the server and routed back to your local printer for printing.

The following are configured by your network administrator:

- Printing directly to a printer through an IP address
- Printing directly to a print queue
- Printing to a queue for retrieval

## Using the “Print on Add” option

Use the "Print On Add" check box to automatically print a sign or label immediately when items are added into a batch.

This option is ideal for label-roll-fed printers and signs where there is only one sign per page.

## Configuring the sign edit form fields for In-Aisle Publisher

You can specify what fields you want to add or remove from the Build Batch and Price Check features of In-Aisle Publisher.

- 1 From the Publishing Platform for Retail home page, click **Platform Administrator**.

**Note:** You cannot be signed-in to the IAP and Platform Administrator at the same time.

- 2 Tap **Portfolio > Edit Forms**.



**3** In the Select a form menu, do any of the following:

- Select **IAPPriceCheckUI** to modify the fields on the Price Check page.
- Select **IAPSignsUI** to modify the fields of the following pages:
  - Single-Item Sign
  - Multi-Item Sign
  - Copy from Batch
- Select **IAPMultiHeaderUI** to modify the fields of the header on the Multi-Item Sign page.

**4** Do either of the following:

- To edit a field, click the applicable row, and then click **Edit Form Field**.
- To add a field, click **New Form Field**.

**5** Enter all the necessary information.

**Note:** If you are adding a new field for currency or date, type **Currency** or **Date** in the Help Text field.

**6** Click **Save**.

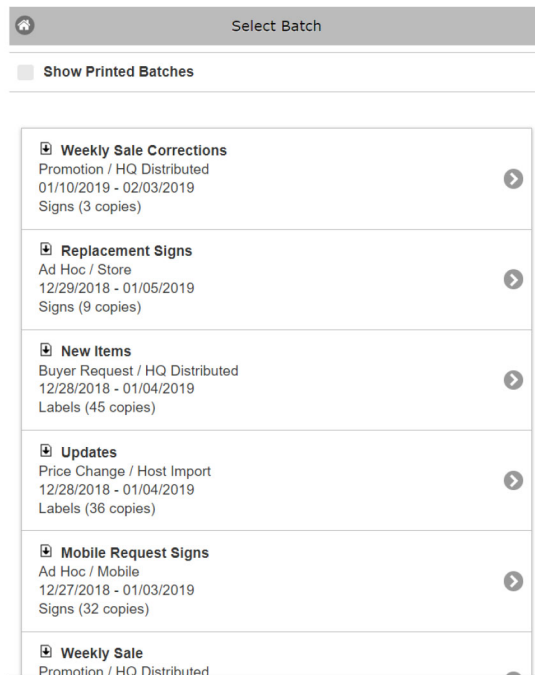
# Batches


## Viewing and printing batches

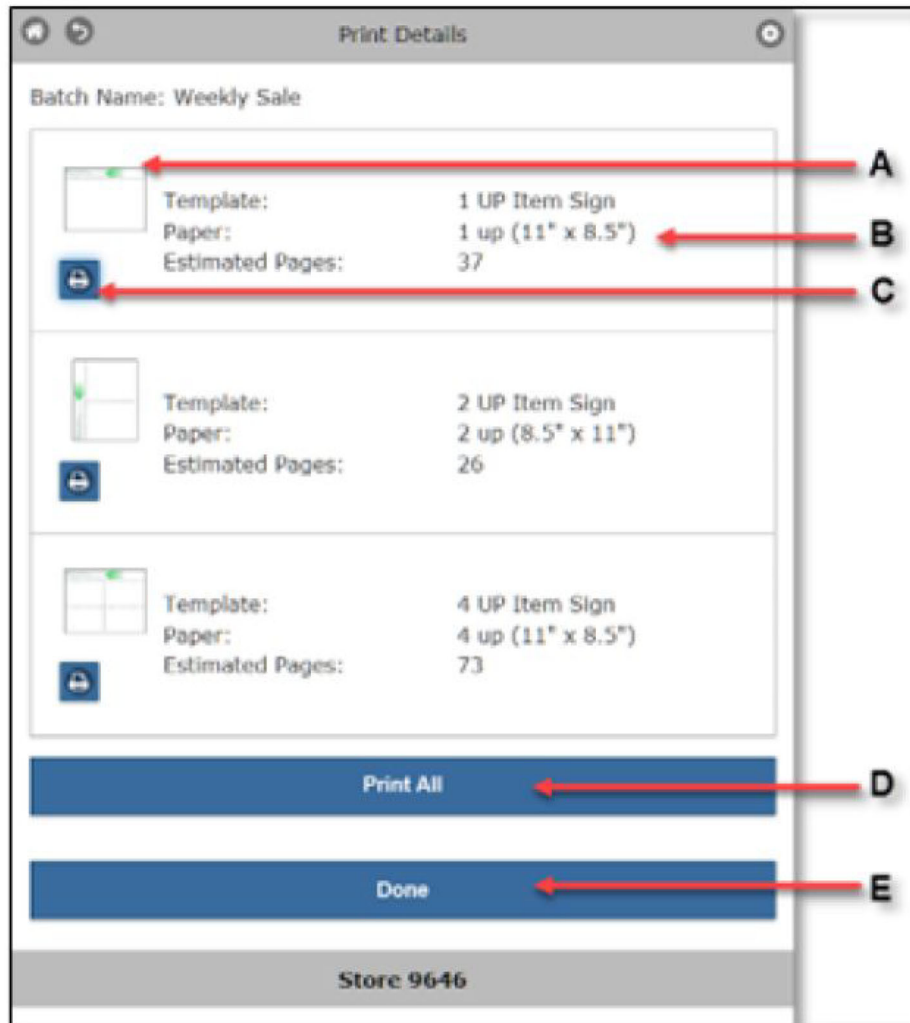
1 From the In-Aisle Publisher home page, tap **Print Batch**.

**Note:** When the Select Batch page opens, the unprinted batches appear by default.

2 Select the **Show Printed Batches** to view the printed batches.



3 To print a sign, click the arrow beside the batch, and then click . To print a batch, click **Print All**.

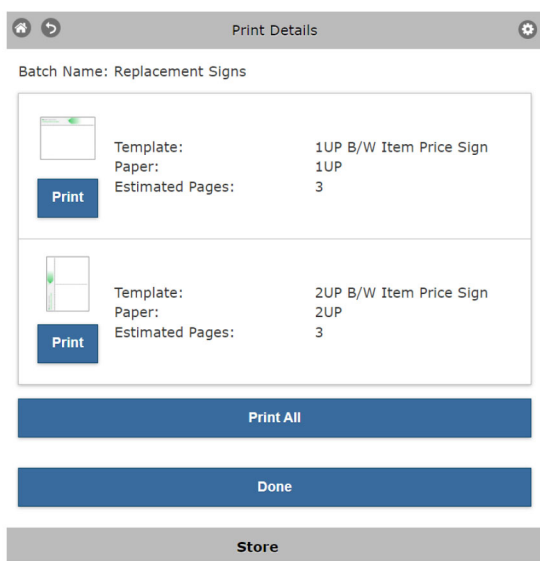


<b>A</b>	Thumbnail view of the paper stock that should be loaded for the template used
<b>B</b>	Template information, stock size, and estimated number of pages
<b>C</b>	Prints a single sign using a specific template or paper stock for the batch
<b>D</b>	Prints all the signs for all templates or paper stocks
<b>E</b>	Exits and returns the user to the home screen

# Signs

## Printing signs

- 1 From the In-Aisle Publisher home page, tap **Print Batch**.
- 2 From the Select Batch page, select a batch.
- 3 From the Print Details page, tap any of the following:
  - Tap **Print** to print a sign from the batch.
  - Tap **Print All** to print all signs in the batch.
  - Tap **Done** to return to the home page.



## Creating single-item signs

- 1 From the In-Aisle Publisher home page, tap **Build Batch** > **Single-Item Sign**.
- 2 In the Build Batch page, do the following:
  - a In the Batch Name field, type the name of the batch.
  - b In the Batch Type menu, select the batch type.
  - c In the Template field, select the template for the batch.
  - d In the Display ID field, type the display ID where the digital type appears.

### Notes:

- Display ID appears only if you select a batch type that was set as digital by administrators.

- If the display ID is associated with any item, then the item number appears in the SKU or UPC field.
- e** In the SKU or UPC field, scan the item or type in the SKU or UPC.

The screenshot shows a mobile application interface for creating a batch of signs. The title bar at the top says "Build Batch" with a home icon on the left and a settings icon on the right. Below the title bar, it says "Signs created: 0". The form consists of the following fields:

- Batch Name:** A text input field.
- Batch Type:** A dropdown menu with "DIGITAL" selected.
- Template:** A dropdown menu with "Default Template" selected.
- Display ID:** A text input field.
- SKU or UPC:** A text input field.

At the bottom of the form, there are two buttons: a blue "Add to Batch" button and a grey "Store" button.

### 3 Tap **Add to Batch**.

#### **Notes:**

- You can Edit, Delete, and Print after adding to Batch.
- If the Print On Add is selected on the Settings page and the item exists in the system, then the sign is automatically printed.

### 4 Tap **Publish** to publish the recently created sign, or **Publish Batch** to publish the entire batch of signs.

**Note:** If you are using an electronic shelf label (ESL) device to display your signs digitally, then the Publish Batch option is not available.

## Creating multi-item signs

Multiple-item signs contain a collection of items and their individual prices. These signs can also be used when items that are sold separately must be displayed as a set.

### 1 From the In-Aisle Publisher home page, tap **Build Batch > Multi-Item Sign**.

### 2 In the Build Batch page, do the following:

- In the Batch Name field, type the name of the batch.
- In the Batch Type field, select the batch type.
- In the Template field, select the template for the batch.
- In the Sign Header field, type the sign header associated with the items.
- In the Sign Description field, type the sign description.
- In the Display ID field, type the display ID where the digital type appears.

**Notes:**

- Display ID appears only if you select a batch type that was set as digital by administrators.
- If the display ID is associated with any item, then the item number appears in the SKU or UPC field.
- In the SKU or UPC field, scan the item or type in the SKU or UPC.

**3 Tap Add Item.**

**Note:** To add more items, enter the item number in the SKU or UPC field, and then tap **Add Item**.

**4 Tap Publish to publish the recently created sign, or Publish Batch to publish the entire batch of signs.**

**Note:** If you are using an electronic shelf label (ESL) device to display your signs digitally, then the Publish Batch option is not available.

## Copying signs from a batch

You can copy signs to a new batch instead of creating signs.

- 1** From the In-Aisle Publisher home page, tap **Build Batch > Copy from Batch**.
- 2** From the Search Batches page, do either of the following to search for the item:
  - Enter the item number in the SKU or UPC field, and then tap **Search**.
  - Scan the item code on your mobile device.
- 3** Tap the batch that contains the sign that you want to copy.
- 4** Review the details of the sign.
- 5** Select the new batch type and template.
- 6** If necessary, edit the batch name.
- 7** Tap **Copy**.

## Auditing signs

With sign-verified audits, you can scan items to confirm the status of signs. Only incorrect signs appear in a batch.

- 1** From the In-Aisle Publisher home page, tap **Sign Audits**.
- 2** From the Sign Verified - On Shelf page, do either of the following:
  - Enter the item number in the SKU or UPC field, and then tap **Search**.
  - Scan the item code on your mobile device.

**3** Tap **Preview/Verify Sign**.

Sign Verified - On...

Batch Name:

Template:

Select Template

SKU or UPC:

Preview/Verify Sign

SKU or UPC:

sale

\$8.97

reg. price \$9.97 you save \$1.00

DEPT: 4 UPC:

Verified Wrong Price

Print Batch

Store

**4** Review the sign, and then do either of the following:

- If the information in the sign is correct, then tap **Verified**.
- If the information in the sign is incorrect, then select a reason from the menu, and then tap **✘**.

**5** Tap **Print Batch** to print all signs in the batch.**6** Tap **Done** to return to the home page.

## Checking item prices

- 1 From the In-Aisle Publisher home page, tap **Price Check**.
- 2 From the Price Check page, do either of the following:
  - Enter the item number in the SKU or UPC field, and then tap **Search**.
  - Scan the item code on your mobile device.
- 3 Tap **Check Price**.



# LEAP

## Configuring the prerequisite steps for the LEAP feature

### For administrators

- 1 Create a Facebook account or sign in to your existing account.
- 2 Create a Facebook page or use your existing page.
- 3 Sign in to the Meta developer page at <https://developers.facebook.com>.
- 4 Click **My Apps > Create App > Others > Next**.
- 5 Click the **Type as Business > Next**.
- 6 Type an app name, and then click **Create app**.
- 7 From the App Dashboard, click **> Add Products to your App > Facebook Login for Business > Set up**.
- 8 Navigate to the Settings and enable **Client OAuth login, Web OAuth login, and Log in with JavaScript SDK**.
- 9 Click the **Valid OAuth Redirect URI** and **Allowed Domains for the Javascript SDK**, and then select **Save Changes**.
- 10 From the Configurations section, select **Create configuration**.
- 11 Select **User Access Token**.
- 12 Select the following permissions:
  - **page\_events**
  - **pages\_manage\_ads**
  - **pages\_manage\_cta**
  - **pages\_manage\_engagement**
  - **pages\_manage\_instant\_articles**
  - **pages\_manage\_metadata**
  - **pages\_manage\_posts**
  - **pages\_messaging**
  - **pages\_read\_management**
  - **pages\_read\_user\_content**
  - **pages\_show\_list**
  - **publish\_video**
  - **read\_insights**
  - **ads\_management**
  - **ads\_read**
  - **email**
  - **business\_management**
- 13 Create the configuration, and then get the **configuration ID**.
- 14 Add the **app ID, app Client ID, and configuration ID** to the **appsettings.json** file of the Meta connector.

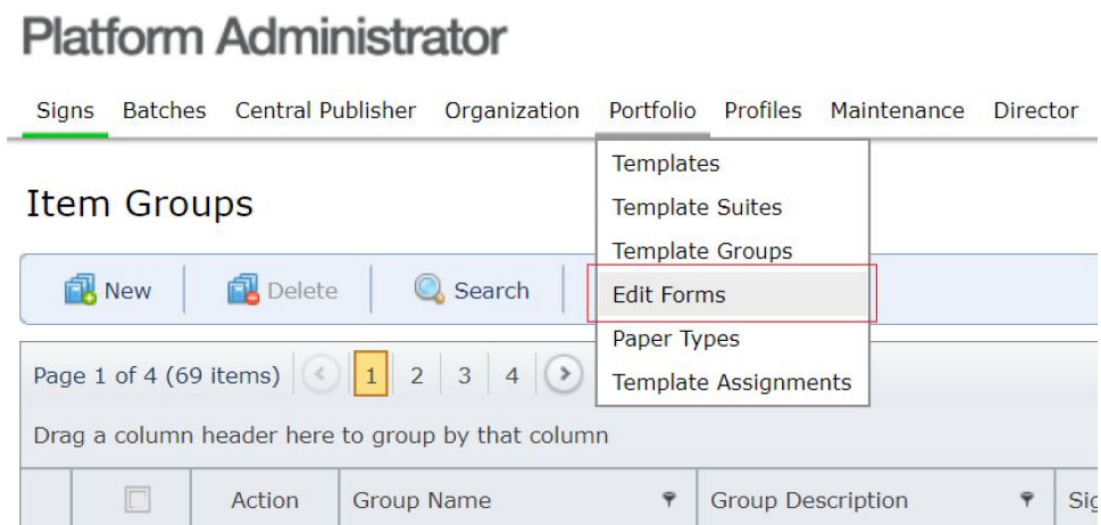
**Note:** Set App Mode to **Live** before starting the test. Enter your company privacy URL to update App Mode.

## For users

- 1 Request for access from your administrator.
- 2 Sign in to the Meta developer page at <https://developers.facebook.com>.
- 3 Navigate to your profile and accept the administration request.
- 4 Get the endpoint of the **Digital Media Export** core mentioned in the **appsettings.Config** file of PPM.
- 5 Click **Log In**.

## Configuring the IAP dynamic UI

- 1 From the Platform Administrator, click **Portfolio > Edit Forms**.



- 2 In the SGEEditForms section, specify the form that needs to be selected to configure the UI page.

Page	Form Name
Price Check	IAPPriceCheckUI
Build Batch - Single-Item Sign.	IAPSignsUI
Build Batch - Multi-Item Sign.	IAPSignsUI (Sign Info), IAPMultiHeaderUI (For header info)
Build Batch - Copy from existing batches.	IAPSignsUI

**Note:** All these SGEEditForms items are filled with default data field and data sources.

**3** Select **New Form Field** to add a field.

Edit Forms

The screenshot shows the 'Edit Forms' interface for 'IAPPriceCheckUI'. It includes a toolbar with 'Copy Form', 'New Form', 'Delete Form', and 'Set Form Datatypes'. Below is a table with columns: Row Number, Tab Order, Caption, Data Source, Control Type, and Control Width. The table lists several fields, with the first row highlighted in yellow.

Row Number	Tab Order	Caption	Data Source	Control Type	Control Width
70	11	RCS_Description	Description	TEXT	150
10	12	RCS_Name	Name		0
20	25	RCS_UPC	UPC		0
30	36	RCS_RegPrice	RegPrice		0
40	46	RCS_RegMult	RegMult		0
50	56	RCS_SalePrice	SalePrice		0
60	66	RCS_SaleMult	SaleMult		0

**Note:** Date and Currency are two important data types, which require special attention. If any new form field is added for currency value or date type, then the Help Text section must be filled with **currency** or **date**.

**Adding new dynamic field**

In this scenario, the platform administrator considers adding a data field in the IAP UI. By default, this field is not fetched as part of the standardSQL query used in the back-end. In this scenario, you must add the proper field in the back-end query.



Name of Page	PriceMode (if any)	SearchMode (if any)	Sql Query (To be configure)
Price Check	itemprice itempricewithitemlibraryfallback	upc upcanditemid	GetSign_itemQueryItemPriceByUPC
-Do-	-Do-	Itemid upcanditemid	GetSign_itemQueryItemPriceByItemID
-Do-	itemlibrary itempricewithitemlibraryfallback	upc upcanditemid	GetSign_itemQueryByUPC
-Do-	-Do-	itemid upcanditemid	GetSign_itemQueryByItemID
Copy Sign From Existing Batch	NA	NA	GetSign_itemPreviewQuery
Single Sign-Item Build	NA	NA	GetInfoBySIID
Multi Sign-Item Build	NA	NA	GetInfoBySIID

## Boosting single-item signs



- 1 From the In-Aisle Publisher home page, tap **Boost Item** > **Single-Item Sign**.
- 2 In the Boost Item page, do the following:
  - a In the Batch Name field, type the name of the batch.
  - b In the Batch Type menu, select the batch type.
  - c In the Template field, select the template for the boost promotion or item sign.
  - d In the SKU or UPC field, enter the item number of the scanned item.

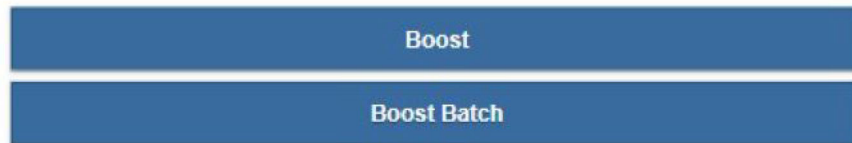
The screenshot shows the 'Boost Item' form. At the top, there is a grey header bar with a home icon and the text 'Boost Item'. Below the header, the text 'Signs created: 0' is displayed. The form consists of several fields: 'Batch Name' with an empty text input; 'Batch Type' with a dropdown menu showing 'DIGITALBOOST'; 'Template' with a dropdown menu showing 'Select Template'; and 'SKU or UPC' with an empty text input. Below the form is a blue button labeled 'Add to Batch'. At the bottom, there is a grey footer bar with the text 'Store 510'.

- 3 Tap **Add to Batch**.

**Note:** You can edit the single-item sign by clicking  or delete it by clicking .



<b>Name:</b> B&B Stainless Steel Bowls <b>UPC:</b> 10000000008 <b>SKU#:</b> 800694 <b>Regular price:</b> 17.97 <b>Reg Mult:</b> <b>Sale Price:</b> 16.97 <b>Sale multiple:</b>	  
--	--



4 Tap **Boost** to boost the recently created sign in Facebook.

## Creating multi-item signs

Multiple-item signs contain a collection of items and their individual prices. These signs can also be used when items that are sold separately must be displayed as a set.

1 From the In-Aisle Publisher home page, tap **Boost Item** > **Multi-Item Sign**.

2 In the Build Batch page, do the following:

- In the Batch Name field, type the name of the batch.
- In the Batch Type field, select the batch type.
- In the Template field, select the template for the batch.
- In the Sign Header field, type the sign header associated with the items.
- In the Sign Description field, type the sign description.
- In the Display ID field, type the display ID where the digital type appears.

**Notes:**



- Display ID appears only if you select a batch type that was set as digital by administrators.

- If the display ID is associated with any item, then the item number appears in the SKU or UPC field.

- In SKU or UPC, enter the item number of the scanned item.

### 3 Tap **Add Item**.

#### **Notes:**

- To add more items, enter the item number in the SKU or UPC field, and then tap **Add Item**.
- You can edit the sign by clicking  or delete it by clicking .

### 4 Tap **Boost** to boost the recently created sign in Facebook, or **Boost Batch** to boost the entire batch of signs.

## Copying signs from a batch

You can copy signs to a new batch instead of creating signs.

- 1 From the In-Aisle Publisher home page, tap **Boost Item** > **Copy from Batch**.
- 2 From the Search Batches page, do either of the following to search for the item:
  - Enter the item number in the SKU or UPC field, and then tap **Search**.
  - Scan the item code on your mobile device.
- 3 Tap the batch that contains the sign that you want to copy.
- 4 Review the details of the sign.
- 5 Select the new batch type and template.
- 6 If necessary, edit the batch name.
- 7 Tap **Copy** > **Boost Batch**.

# Notices

## Edition notice

February 2024

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