

WEBINAR

# THE MONO 2019 ROADMAP

Becoming the ultimate do-it-with-me (DIWM)  
platform to drive business online



TODAY'S PRESENTERS

# THE MONO PRODUCT TEAM

We're looking forward to sharing the exciting developments coming to the Mono Platform.



**Anders Dehn**

Product Manager



**Svern Andersen**

COO

# AGENDA

We will take you through the highlights from 2018 and then focus on the value that 2019 will bring to your businesses

- SUMMARY OF 2018
- WHAT'S COMING IN 2019
- DEMO
- Q&A

# SUMMARY OF 2018



DIVING INTO

# THE NEW MONO EXPERIENCE

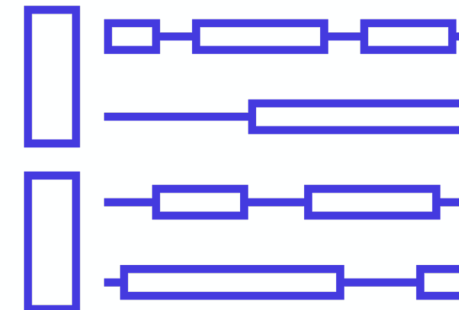
Driving even more value to our partners and  
their small business customers



# RELEASES 2018

The most valuable features and solutions delivered this year

- Compliance for EU General Data Protection Regulation (GDPR)
- Addition of Progressive Web Apps (PWA) for websites
- New Template System and updated Template Library
- Editor and site improvements
- E-commerce and CRM improvements
- RAI improvements



# GDPR COMPLIANCY FEATURES

Ensuring that our partners and their SMB customers can easily meet EU GDPR requirements

- Consent options to everything that collects data
- Personal User Data Report
- Ability to delete specific personal user data
- Link to privacy policy on cookie notification
- Revoke cookie consent option
- Dedicated legal privacy policy fields in Global Data
- Privacy policy consent option available on all forms
- Social media opt-in option
- View user opt-in timestamp and source in email notifications and form submissions

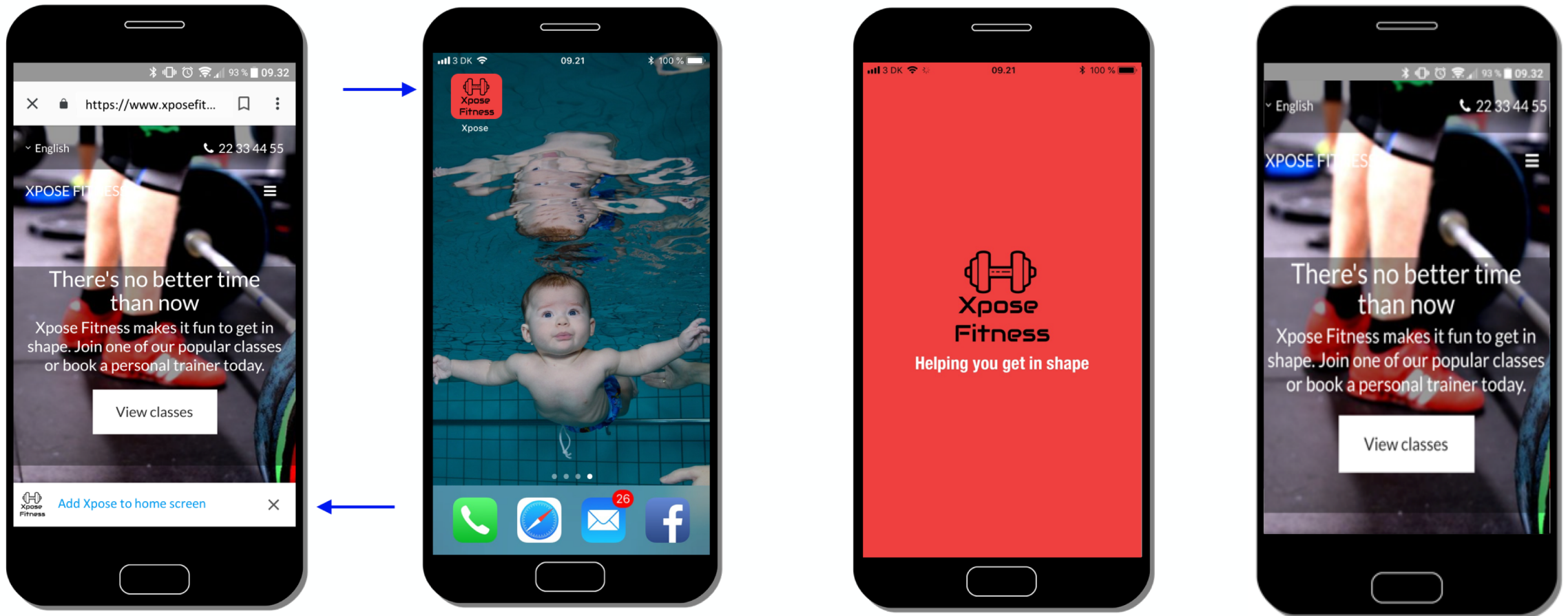
# PROGRESSIVE WEB APPS (PWA)

Stability and usability matters, especially on the mobile web

- PWA delivers a smooth user experience with fast response times
- Feels like an app on a device
- Key features
  - Access website offline
  - “Add to Home Screen” prompt
  - Customizable icon and splash
- Technical essence: a local cache of the site



# PROGRESSIVE WEB APPS (PWA)

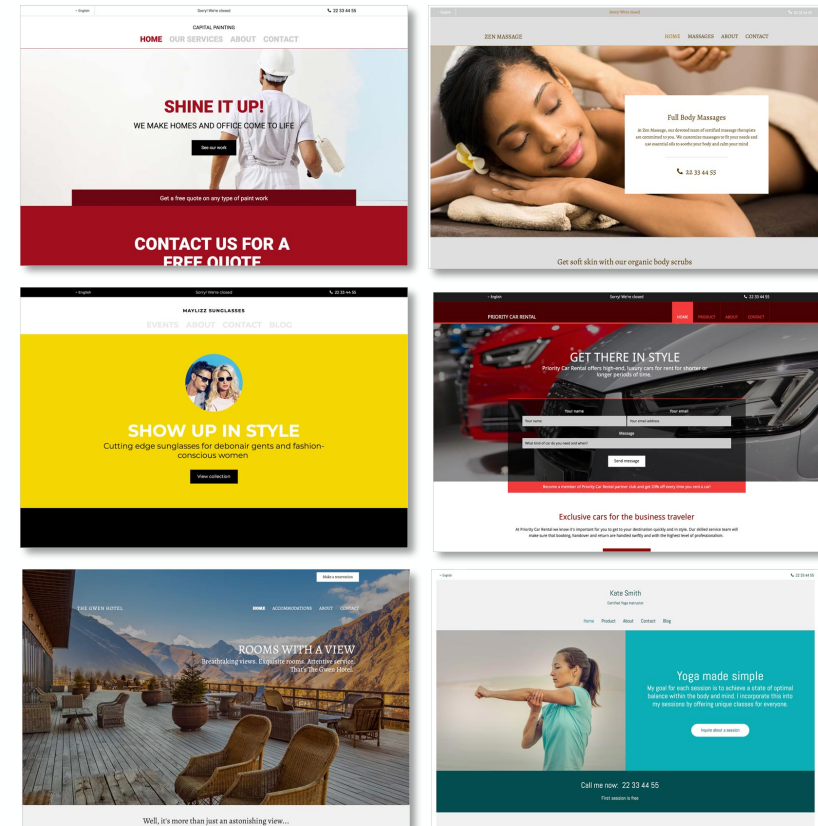


# NEW TEMPLATE SYSTEM AND LIBRARY

Focus on reducing production costs & ensuring design quality

Updated library with structured data in focus and updated with latest features.

- 50 website templates (incl. 7 style templates)
- 9 e-commerce templates
- 15 landing page templates
- Pre-made module groups and page layouts
- Enhanced viewport optimization
- Conversion and calls-to-action focus



# EDITOR AND SITE IMPROVEMENTS (V5)

We have continuously been improving the V5 platform

- Styling improvements
  - New light text styles
  - New button and form modules for styling separation
  - Place row in top of header
  - Background filter option
- Invisible reCaptcha option for web forms
- New module: Digital Business Card

# ECOMMERCE AND CRM IMPROVEMENTS (V5)

Several payment gateways added and new features will soon be released

## Payment Gateways

- Saferpay
- PayPlug
- E-transactions
- PayZone
- Authorize.net
- Improvement to PayPal payment gateway - allows for being able to charge money immediately
- SendCloud shipping provider
- Easy import of products
- Import users into CRM



# RAI IMPROVEMENTS

**Making multisite management even faster and easier**

- Option to upgrade email storage size (Webmail)
- Option to automatically provision SSL certificates
- Automatically assigned sites to creator
- IP restrictions for admin of access to RAI

# 2019 ROADMAP

# FOCUS IN 2019

**Q1**

**MONO  
SCHEDULING**

**MORE  
EFFICIENT  
DIFM EDITOR**

**Q2**

**NEW DIY  
OFFERING**

**Q3**

**VISUZALISING  
ROI FOR  
THE SMB**

**DATA DRIVEN**

**Q4**

**MORE  
EFFICIENT  
RAI**

**DATA DRIVEN**

# WHAT'S COMING IN Q1

The Improved Editor Interface - DIFM

**Mono Scheduling**

# Q1: IMPROVED INTERFACE - DIFM

## FEATURES

- Improved Editor Interface
- Pre-built rows and pages
- Quick navigation
- Header, footer and content edited in the same view (no toggle)
- New efficient Global Styling for fast, high-quality template creation
- Change spacing and sizing visually by drag
- Keyboard shortcuts
- New text editor
- Dashboard with site statistics
- Code-free site animations
- Responsive interface (all except site builder)
- Customer management
- E-mail marketing automation
- On-Site Engagements
- Blog
- Integrations
- V5 upgrade support (no migration)
- Accessibility features (WCAG)

## VALUE

- Intuitive feature grouping in clean interface with low complexity boosts workflow efficiency
- User-friendly, in-platform communication supports DIY/DIWM and minimizes support requests
- Improved overall user experience
- Faster, easier and more efficient site production

# DEMO

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MONO

BUILD

CONTENT

E-COMMERCE

SCHEDULING

CRM

BLOG

INTERGRATIONS

PUBLISH

PAGES

GLOBAL DESIGN

THEMES

Customers

Groups

Forms

Email campaigns

Settings

Customers

Cancel

New customer

Manage groups

Change status

Delete

Import

Search

Sort by

Status

Groups

Activity

All

Name

Groups

Page access

Email permission

Ashley Graham

Hejrevej 28  
ash.gra@gmail.com  
40691657  
★ Favorite

Customer

Pending

Yes

Hector Mariano

Josefsvej 23  
hectormariano@gmail.com  
41466107

Prospect

This text is super l...

Group name

Group name

Group name

Active

Yes

Chikelu Obasea

Bentley Street 1452  
chikelu@gmail.com  
123 456 7890  
★ Favorite

Customer

Active

No

Chikelu Obasea

chikelu@gmail.com

Active

No

Miglana Tadic

migl.tad@gmail.com

Active

No

Deependra Bardhan

Deependra@gmail.com

Active

No

Show: 6 customers

< 1 2 3 4 5 ... 9 >

MONO

BUILD

CONTENT

E-COMMERCE

SCHEDULING

CRM

BLOG

INTERGRATIONS

PUBLISH

PAGES

GLOBAL DESIGN

THEMES

Customers

Groups

Forms

Email campaigns

Settings

Customer view

Cancel

Ashley Graham

★ Favorite

Hejrevej 28  
ash.gra@gmail.com  
40691657

Home

Details

Reminders

Login

Scheduling

Approvals

Data privacy

Newsletter

Actions

Create appointment

Invite via email

Create reminder

Create invoice

Approval

Page access request

Customer

E-commerce: 23/08/17 14:45  
Pending order: \$1,500.00

Upcoming

Scheduling: 23/11/18 15:00  
Yoga class

Scheduling: 26/11/18 17:00  
Yoga class

Reminder 14/01/19 17:00  
Remember to contact the customer  
about teaching a yoga class for next  
start-up

Notes

B I U T

Approval

Scheduling: 14 hours ago  
Appointment scheduled

E-commerce: 11/01/18 12:45  
Order placed

Form: 24/08/17 11:15  
Form submitted

Visited: 24/08/17 09:55  
Website visited

E-commerce: 23/08/17 14:45  
Order placed

Visited: 23/08/17 13:55  
Website visited

Download activity feed (CSV file)



# Q1: MONO SCHEDULING

## FEATURES

- 1:1 appointment support
- Booking widget
- Booking management
- Appointment calendar (week view)
- Automatic and manual approval of appointments
- Staff, resource and service management
- Customer management and database (CRM integration)
- Notifications and reminders (email and SMS)
- Dashboard
- Calendar synchronization (One-way)
- Multi-language support
- Time zone support
- Multi-currency support (not payment)

## VALUE

- Unlimited staff and calendars at a low flat rate - great competitive advantage
- Part of the editor - ease of use and fast adoption
- Truly-integrated with Customer database and e-mail marketing feature for easy management and growth of lead base
- Improved ROI for SMBs

# SCHEDULING SCOPE

## Version 1

**1:1 appointment scheduling** - a person is performing the service - fixed time service

Beauty and  
Wellness

Consultancies

Health  
Services

**1:1 booking of things** - the service is a resource and no person is booked - fixed time service

Sports Venues

Restaurants

Event Rooms

## Future

**Class and event scheduling** - more people can attend, and a person performing the service - fixed time

Yoga Classes

Business  
Events

Classes and  
Courses

# DEMO

Demo disclaimer 😊

- Design is still being updated
- Still deploying new features
- Still testing and bug fixing

- Dashboard
- Calendar
- Manager
- Staff
- Services
- Ressources
- Settings
- General
- Business information
- Opening hours
- Terms and conditions
- Notifications and reminders
- Client page
- Calendar sync

Cancel

Staff

Lorem ipsum dolor sit amet, liber harum luptatum eu mea, at vel enim voluptatum. Eos vidisse neglegentur in. Mea ex nostro necessitatibus. Et mei option legimus, prima assum nec id.

Create staffDuplicateDelete

Search

<input type="checkbox"/> All	Visibility
<div><div></div><div><input type="checkbox"/></div><div></div><div>Maggie Fergusson</div></div>	No <div></div>
<div><div></div><div><input type="checkbox"/></div><div></div><div>Julie Hoskins</div></div>	Yes <div></div>
<div><div></div><div><input type="checkbox"/></div><div></div><div>Brenda Louise Hawley</div></div>	Yes <div></div>
<div><div></div><div><input checked="" type="checkbox"/></div><div></div><div>James Bronson</div></div>	Yes <div></div>
<div><div></div><div><input type="checkbox"/></div><div></div><div>Text something dark</div></div>	Yes <div></div>



- Dashboard

Calendar

Manager

Staff

Services

Ressources

Settings

General

Business information

Opening hours

Terms and conditions

Notifications and reminders

Client page

Calendar sync

Calendar

Cancel

Add

Search

November 2018

< Today >

Staff

Ressources

Services

Status

All services

Mens haircut

Womens haircut

Nails

Extensions

Pedicure

	12 Mon	13 Tue	14 Wed	15 Thu	16 Fri		
08:00							
09:00	<div>Client name 08:00 - 09:00 Manicure</div>	<div>Client 08:00 Manic</div>		<div>Client name 08:00 - 09:00 Manicure Staff name</div>	<div>Client 08:00 Manicure</div> <div>Client 08:00 Manicure</div>		
10:00	<div>Client 09:00 Manicure</div>	<div>Client 08:00 Manicure</div>	<div>Client 08:00 Manicure</div>				
10:28			<div>Client 08:00 Manicure</div>	<div>Client 08:00 Manicure</div>	<div>Client name 08:00 - 09:00 Manicure</div>		
11:00							
12:00	<div>Client name 08:00 - 09:00 Manicure Staff name ☺ ☹</div>	<div>Client name 08:00 - 09:00 Manicure</div>		<div>Client 08:00 Manicure</div>	<div>Client 08:00 Manicure</div>	<div>Client name 08:00 - 09:00 Manicure Staff name</div>	
13:00			<div>Client name 08:00 - 09:00 Manicure</div>				
14:00							
15:00							
16:00							
17:00							

# WHAT'S COMING IN Q2

Do-it-yourself (DIY) offering on the  
Mono Platform

Improvements to Mono E-commerce

## Q2: DO-IT-YOURSELF (DIY) SOLUTION

### FEATURES

- Quick Creator tool
- Getting started guides
- Introduction videos
- Quick styler
- In-tool assistance (guides and ability to search directly in Mono Academy)
- Stock photos
- Seamless integration of Global Data in editor
- Optimizations for DIY site editing by SMBs

### VALUE

- Increase lead funnel, and grow your customer base
- DIY upsell opportunities for DIWM and DIFM
- User onboarding features reduce churn and minimize support requests
- Product based on DIY user testing to ensure great adoption

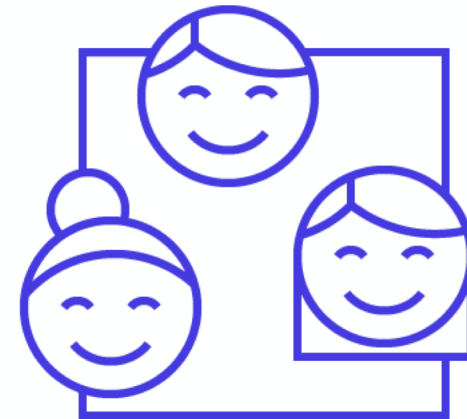


# DEMO

# SUCCESSFUL USER ONBOARDING

Flattening the learning curve for new users

- **Getting started** overview on dashboard
- **Introduction videos** to each area of the Mono Platform
- Step by step **in-tool guides**
- **Direct search** in documentation and display directly in the tool





# Hi Anders

Your site is **25%** completed



## Publish your website

Go live and get customers online

COMPLETED



## eCommerce

Set up payment and shipping details (est. 4 minutes)

START NOW



## CRM

Collect user data and create campaigns (est. 6 minutes)

START NOW

Overview

[SEE STATISTICS](#)

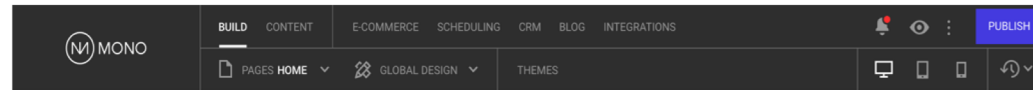


## Welcome to the site builder



Hello Jacob!

A warm welcome to the editor. Here's a small video which will guide you through the basics of this builder.



HAY

PRODUCTS LIVING HAY'S WORLD



☐ Don't show this again

Business Information

Opening hours

Legal

Structured lists

Price lists

Website links

Social links

Downloads

Video links

Offers

Reviews

Persons

Payment methods

Business Information

It's possible to set your website conversion goal, which you can use to determine template rules to show or hide various conversion elements. It is up to you how you wish to utilise this.

Business Category and Conversion Goal

Business Category [business\_category]

Conversion goal [conversion\_goal]

Please select



Please select



Contact Information

Company name Branded [company\_name]

Email address [email]

Runners by Choice

info@company.com

Phone number [phone]

Fax number [fax]

222-555-4040

Address

Street [street]

City [city]

1062 Delaware St.

Denver

ZIP / Postal code [zip]

State / locality [state]

80204

CO

Country [country]

Country Code [country\_code]

Quick helper

Guides

Academy

Chat

70% Complete

Get started with these subjects



Website



E-commerce



Customers and Marketing



Scheduling



Blog



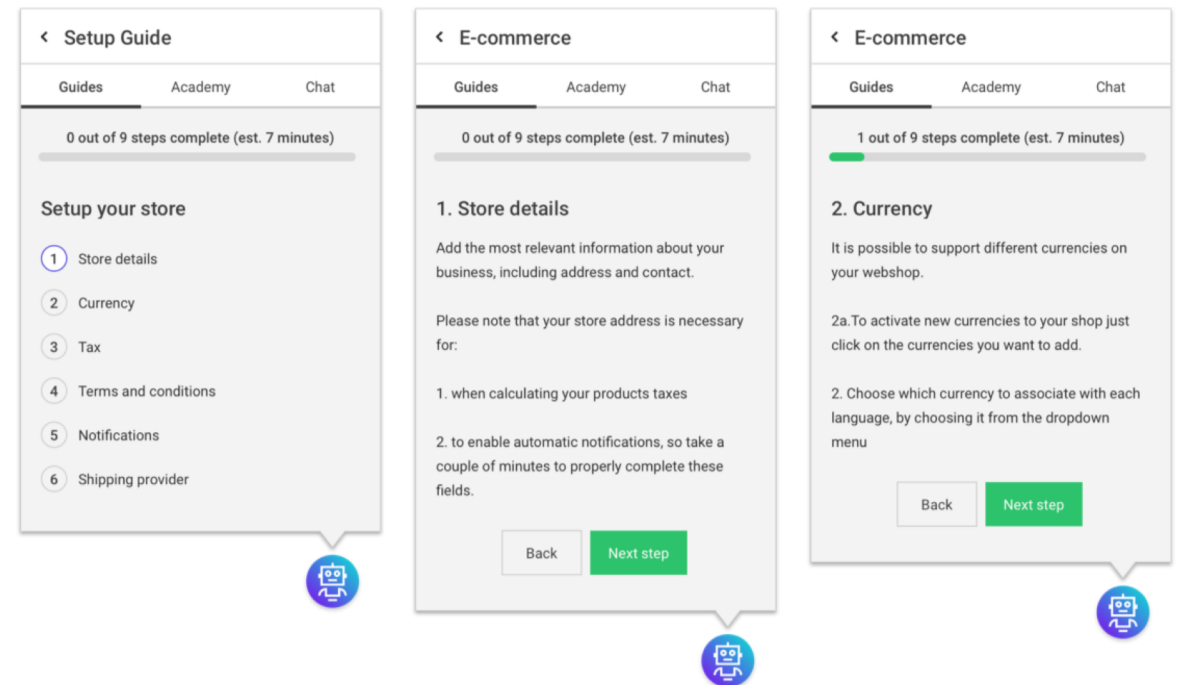
Guided tour



# GETTING STARTED GUIDES

Step-by-step set up and learn how to use the main features

- Easy step-by-step guides
- Progress indicator visually displays the number of steps to completion
- Guides are designed to **help you navigate** the in-tool set up
- Users can **easily resume** set up, where they last stopped



## Q2: MONO E-COMMERCE

### FEATURES

- Usability improvements
- Shopping feeds
- Simplified product variant management
- ROI dashboard
- Mobile management
- Coupons & gift cards

### VALUE

- Greater user and end-user experience
- Faster and easier order management
- Greater ROI for shop owners

# WHAT'S COMING H2

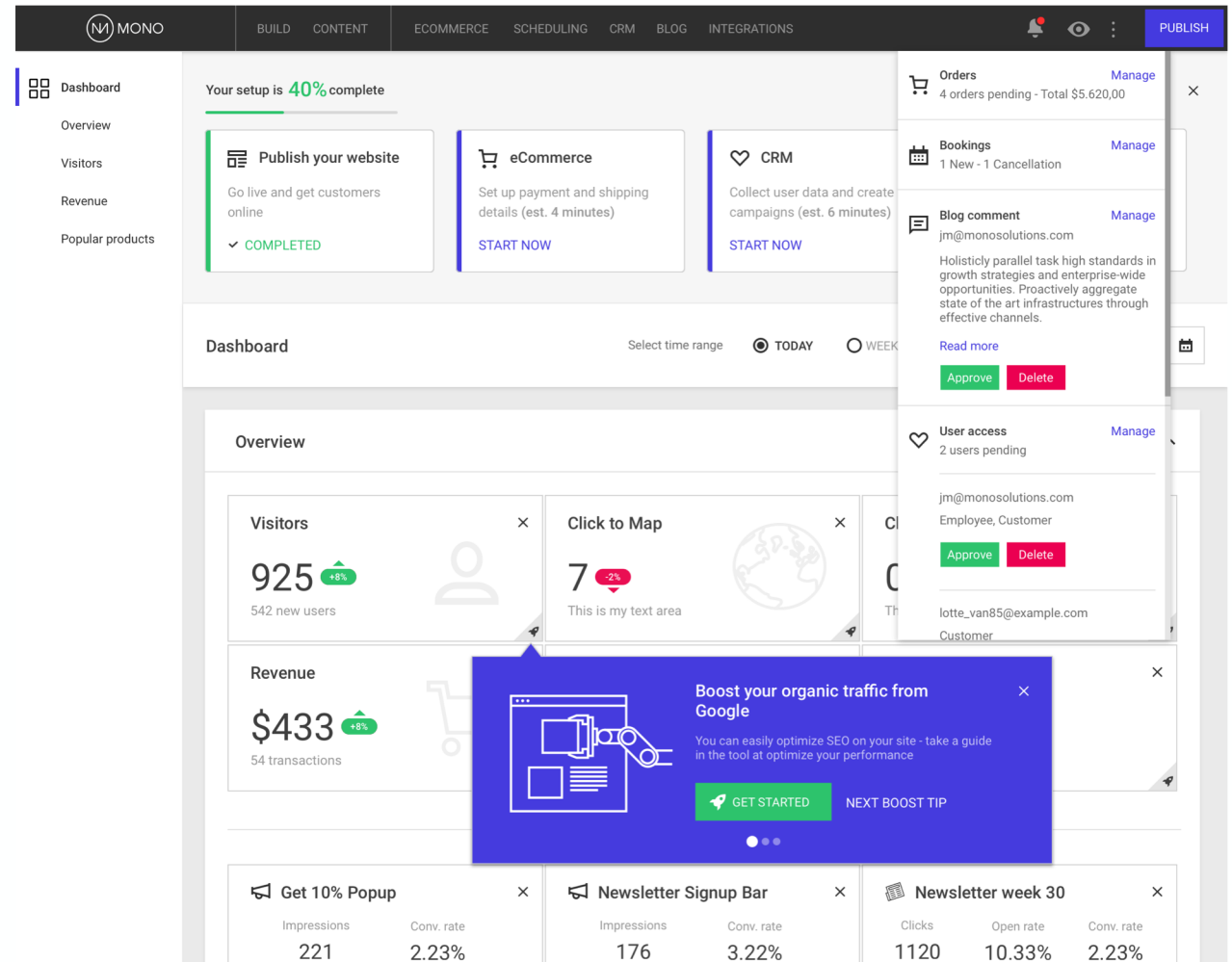
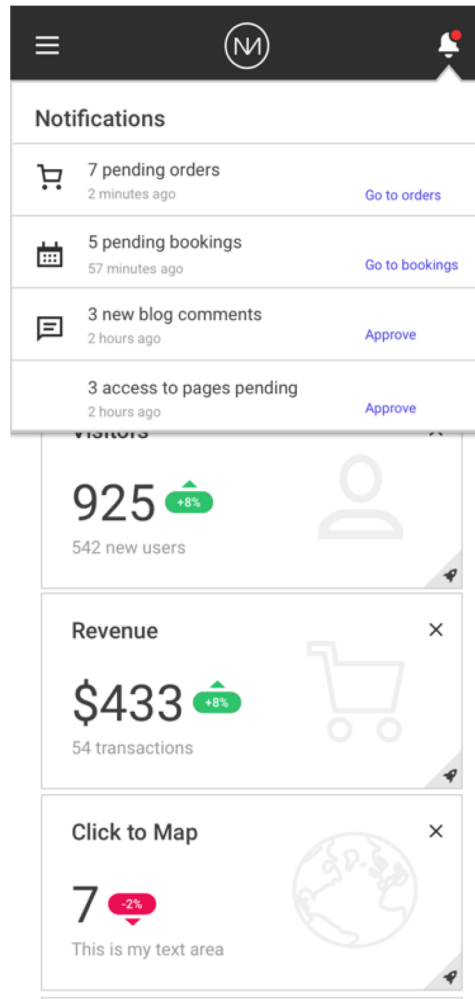
SMB Business Center

New Reseller Admin Interface (RAI)



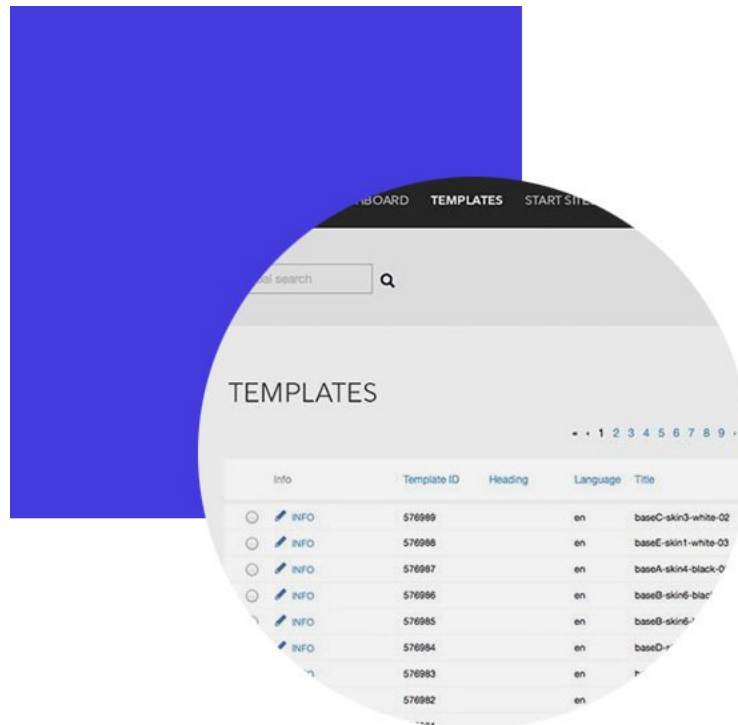
# H2: SMB BUSINESS CENTER

Visualize value with insights and business info with suggested actions based on big data



# H2: NEW RESELLER ADMIN INTERFACE (RAI)

New and improved functionality to add even more production efficiencies



# Q&A



# THANK YOU



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