



Blackpurl & Your Dealership - An Activation Guideline

The Activation Mission

The activation process will support and guide a technical implementation and a knowledge onboarding of your dealership onto Blackpurl. Our goal is to have your dealership up and running with Blackpurl in a defined and reasonable time. A successful launch will require you and your dealership's active participation throughout the process.

How much will it cost?

The implementation process is on us; however, there are limits. The free service is available for up to four consecutive weeks upon a scheduled kickoff meeting. During this time, your account will be billed, as you will have full access to your account at the start of the kickoff. It is in your best interest to actively participate in the activation process, set a mandate for you and your staff to engage in training and to complete the necessary tasks on time and to your satisfaction.

What are the timelines?

You will have access to your assigned Activation Specialist for 4 consecutive weeks, starting with a scheduled discovery / kickoff meeting. During this time, you will be requested to attend the following weekly one-hour meetings:

- Discovery Meeting
- The Kickoff Meeting
- Week One Completed - Check-in Meeting
- Week Two Completed - Check-in Meeting
- Week Three Completed - Check-in Meeting
- Week Four Completed - The Pre-Launch Meeting (Usually the day before launch)
- **Bonus** - The Post-Launch Debrief Meeting

When will my activation start?

While we aim to accommodate starting your activation as soon as possible. Due to high demand, there may be occasions when we will need to work with you to schedule your activation kickoff into a queue. Our Sales team will keep you informed of the current availability so that can be discussed before you start your activation.

What if I miss my meeting?

A missed meeting is a missed meeting. The activation process will not be pushed down the road due to this. It is in your best interest to make yourself available for the scheduled meetings. A meeting can be rescheduled with 2 business days notice; however, it must still fall within the allotted activation time of 4 weeks. You will need to give at least 2 business days notice to reschedule a meeting.



What will we discuss during our meetings?

The Discovery

During the discovery call we will work through a series of questions to enable the specialist to understand the customer's business and expectations. We will generate an overall plan and establish:

- Launch date
- Future Meeting dates
- Book dates with Development team for Discovery & Launch data imports

The Kickoff

During the kickoff meeting we will work together to generate an overall plan, review the account basics, identify specific needs and discuss the following, while generating next-steps / task lists:

- Set a launch date
- Accounting integration process
- Parts catalog / automated price files
- Data import & configuration review - discovery & launch
- Work In Progress
- Training
- Other items / special requests

The Check-In Meetings

You will have 2 scheduled check-in meetings during your activation. These one-hour sessions are to be optimized by discussing & reviewing the following:

- Task updates
- Review & verification - data / accounting / settings etc.
- Q&A - 1:1 Training additional to Blackpurl Academy
- Identify new tasks / hurdles

The Pre-Launch Meeting

During this meeting, your activation should be all set and ready to move ahead with your launch. Items that will be reviewed / discussed during this meeting are:

- Have all tasks been completed?
- Is your launch data prepared?
- Review the launch plan
- Q&A - 1:1 training additional to Blackpurl Academy
- Discuss Support / next steps



Data - How many data imports am I allowed?

There are a maximum of 3 data imports allotted to an activation:

- 1st Round / Discovery - Prepared discovery data
- 2nd round / Launch - Launch data (must be formatted)
- 3rd round / Post-Launch - Launch tidy ups (only if necessary and only immediately after launch - BP data based)

What data can be imported?

All data must be supplied in Blackpurl's data import format. You will be provided a Blackpurl Data Import Template during your introduction to your Activation Specialist. The following data can be submitted for import:

- Customers
- Vendors
- Customer Owned Units
- Consignment Units
- On Order Units
- Stock Unit Inventory
- Parts Inventory
- Make / Model Framework
- Factory Options
- Tax Rates / Codes

How do I contact my assigned Activation Specialist?

Scheduled weekly meetings will take place via Google Meet. A camera is not required; although, it is recommended you join via a computer / laptop so your Activation guide can share their screen with you. All further communications with your rep will be via email for the duration of your activation. Please be sure to come to your meetings prepared so you receive the maximum benefit of the 1:1 time.

How will my dealership be trained?

Training is supplied online for free. Courses have been made publicly available to your entire staff for individual enrollment via Blackpurl Academy (Udemy). Additional training is supplied during your weekly check-in meetings via Q&A sessions. It is best you complete your online training first, so that your check-in sessions can be optimized for in-depth Q&A, as well as task follow ups. You may be asked to show you have completed your training.

When does Blackpurl launch accounts?



Blackpurl schedules dealership launches for Tuesdays, Wednesdays and Thursdays. This means that for the day you choose to launch, you will need to send Blackpurl your dealership data by the end of the business day, the day before. If launch data is received too late in the day / evening, there may not be suitable time for our data team to prepare / load your data in time for your launch. Please note that during stat holidays, there may be exceptions of availability.

Are enhancement requests part of the activation?

No. Any enhancement requests will be forwarded onto the Product Team who will manage them within the normal procedure. Enhancement requests are a valued part of our relationship and continue to improve our product; however, they require long term strategy and planning. The activation process is short-term.

What if my activation goes over 4 weeks?

If you need to schedule your activation launch further than the allotted 4 weeks, you will need to contact your Activations guide to discuss a scheduled launch date. You will not have access to weekly check-ins during the additional elapsed time. It will be advised to keep on schedule and launch within the 4 weeks.

Your Blackpurl account has launched! Now what?

Once your activation is completed and your Blackpurl account has launched, you will be handed over to our Support team. You will no longer have access to your Activation Specialist, aside from the scheduled debrief session(s). During the activation process, your activation guide will be your key contact. Support will be made available once you have started to use your account. In some cases, a dealership may want to launch before the 4-weeks. You will still have access to your Activation guide for weekly check-ins for the full 4-weeks. You will also have access to our Support team for day-to-day [support requirements](#).