


# Digital Marketing

## Quick Handbook

Area	Country	Language	Company Profile	Event
Africa	South Africa	English	Digital Marketing	Around BIG Lake

**ORGSU** WORK PAGE - DIGITAL MARKETING  **Karl Swimmer** ✓  
SPORTPRO Ltd  
Super User Digital Marketing

COMPANY - RACES MARKETING - ATHLETES - E-shop FAQs Handbooks Agents

<p><b>Company Management</b></p> <ul style="list-style-type: none"> <li>Company Detail</li> <li>Crew Team</li> <li>List of Goods</li> <li>Licence</li> <li>My Orders</li> <li>Delete Company</li> </ul> <p><b>Websites</b></p> <ul style="list-style-type: none"> <li>Our special website</li> <li>Your Limited website</li> <li>Upgrading of Website</li> </ul>	<p><b>E-shop</b></p> <ul style="list-style-type: none"> <li>List of Products</li> <li>Orders</li> <li>Export of Orders</li> <li>E-shop Configuration</li> <li>Products codes for E-shop</li> </ul> <p><b>Documents</b></p> <ul style="list-style-type: none"> <li>Contracts</li> <li>Company Docs</li> </ul>	<p><b>Partnership with other Companies</b></p> <ul style="list-style-type: none"> <li>New Business Deal, List of Business Deals</li> <li>Business Deal Clearing by my Initiative</li> <li>Cleared Business Deals</li> <li>Business Deals concluded with my company</li> <li>Race Business Deals concluded with my company</li> <li>Collecting money on behalf of Organisers</li> <li>Orders executed on behalf</li> <li>Intermediary Balance</li> </ul> <p><b>Other available Profiles</b></p> <ul style="list-style-type: none"> <li>Event Organiser</li> </ul> <p><b>Others</b></p> <ul style="list-style-type: none"> <li>Photogallery</li> <li>Purchased Timing Keys</li> </ul>
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### Release Information

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## Introduction

ORGSU assists Digital Marketing Companies to run their businesses alongside Event and Series Organisers involved in any size or type of sport – and in a scenario where TIME is the key factor in terms of organising athletes. The Quick Handbook outlines the main steps needed to link your website – as a valued support partner - to Event and Series Organisers, in order to benefit from increased business and revenue.

The target group, instead of the traditional Digital Media & Marketing Companies, is organisations and companies such as:

- Sports departments / city councils, regions, provinces
- Sports Federations / Associations at various levels, from regional to international
- Sports goods producers and / or distributors and vendors
- All Race/Event and Series Sponsors
- Established registration companies / websites.

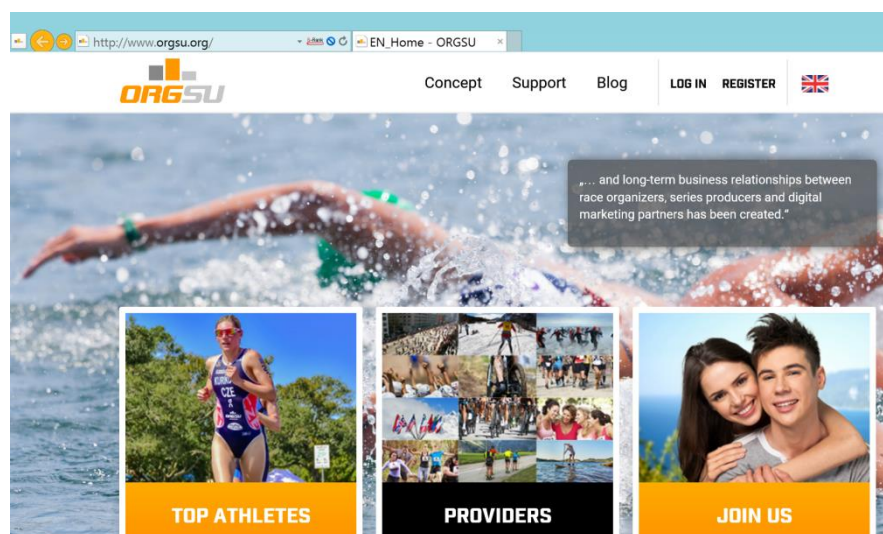
There are several reasons why the above companies would benefit from – and welcome – ORGSU services on their websites. ORGSU provides the tools for linking value-added services/products to events/series, as well as supportive deals with Race and Series organisers. Potential business activities therefore include:

- advertise the races and series and to help them run their business
- sell entries, services and goods related to event/series
- register athletes on behalf of organisers if required
- gather money on behalf of organisers if required
- attract and retain visitors to their own website by providing relevant information and selling services and goods either directly, or via the ORGSU e-shop.

Should an established registration company/website wish to switch to ORGSU’s management software, we will assist with database transfer for an easy, efficient transition.

Combined with the system menu and descriptions, this Handbook provides users with sufficient information on how to utilise the system for upgrading a company website.

The ORGSU system does not provide services directly to athletes, or



keep an athletes' database. ORGSU supports Digital Marketing companies (as well as Event and Series organisers) with the database services to handle all requirements as needed. ORGSU provides several types of companies with the opportunity to form partnerships, consolidate their businesses and provide quality, hi-tech information services to both athletes and spectators.

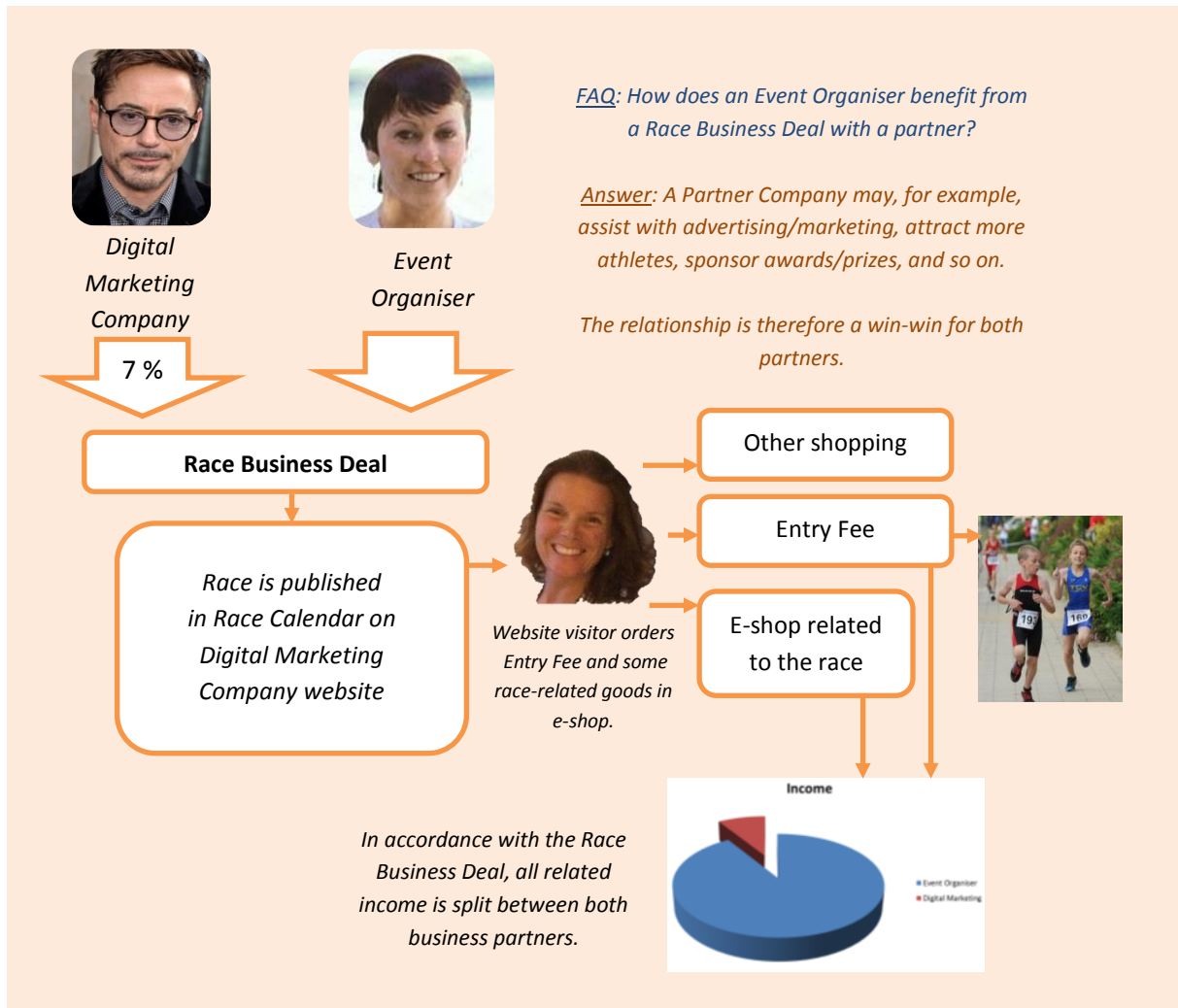
The Login for existing users or REGISTER button for new visitors may be found as shown:



The screenshot shows a landing page for 'DIGITAL MARKETING'. On the left is a word cloud with 'Digital Marketing' as the largest text, surrounded by terms like 'TECHNOLOGY', 'SEO', 'INSPIRATION', 'PLACEMENT', 'CONSUMER ANALYSIS', 'BRANDING', 'GROWTH', 'MOBILE', 'ONLINE', 'MEDIA', 'ADVERTISING', 'CREATIVE', 'IDEAS', 'WEB', 'PROMOTE', 'TARGET', 'INTERACTIVE CUSTOMERS', 'SEM', 'SELL', 'DYNAMIC', 'CONTENT', 'CAMPAIGN', 'IDEAS', 'PROMOTE', 'TARGET', 'INTERACTIVE CUSTOMERS', 'SEM', 'SELL', 'DYNAMIC', 'CONTENT', 'CAMPAIGN'. To the right of the word cloud, the heading 'DIGITAL MARKETING' is followed by a paragraph: 'Event information at your fingertips: event calendars, online entries, payment gateways, online results, an e-shop and many more functions. Boost your business with our new digital marketing tools.' Below this is a paragraph: 'Is online sports media marketing your core business? Do you provide communication services to companies dealing with race and series organising? ORGSU is a new information business-to-business system providing support for all aspects of race and series production, from event preparation to the post-event phase. Big, small, amateur or professional – ORGSU covers them all. [more...](#)' At the bottom are two buttons: 'LOG IN' and 'REGISTER DIGITAL MARKETING'.

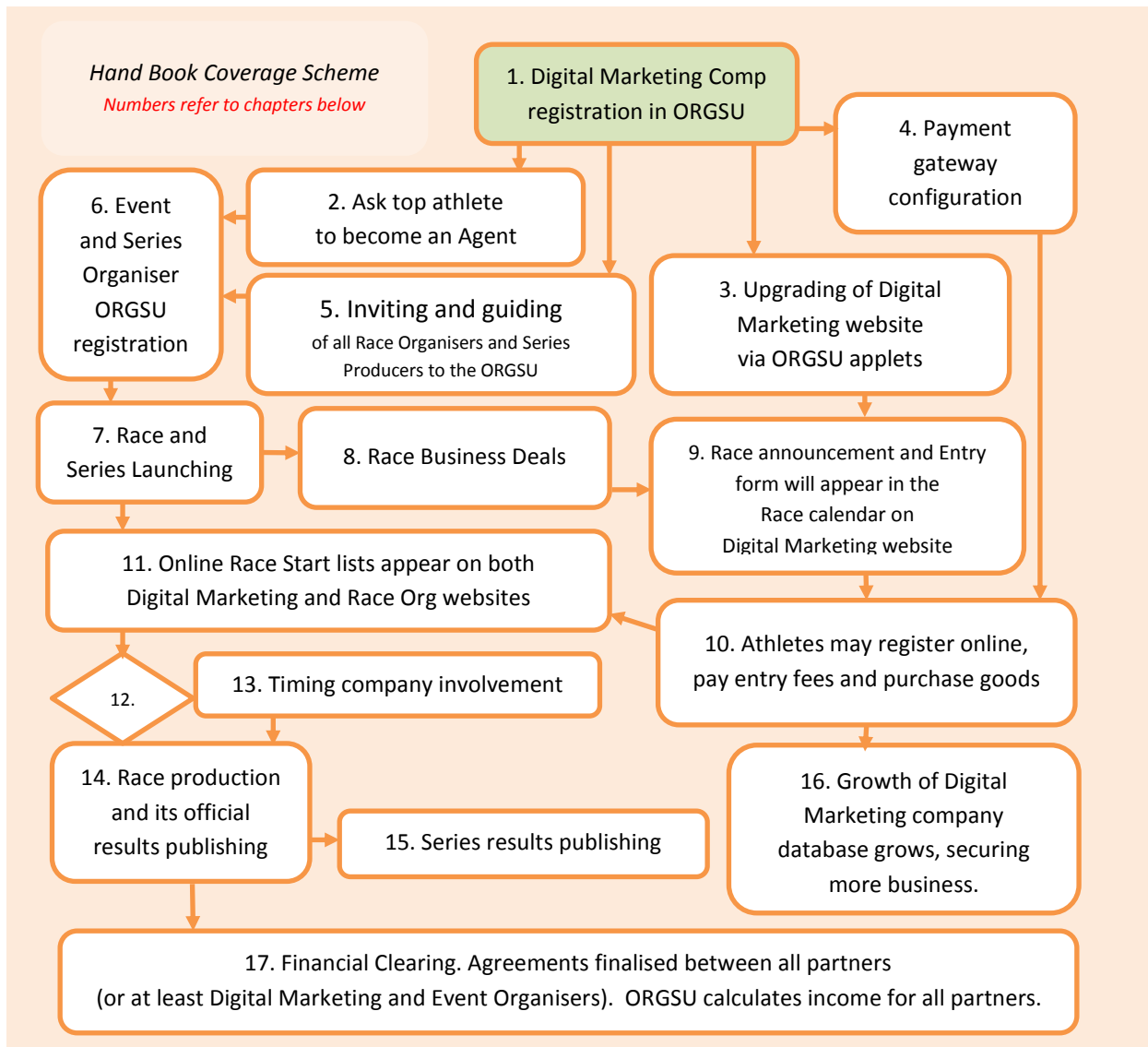
It is assumed that any “Digital Marketing” company, as per the list above, wishes to support an event and/or series organiser via potential online advertising, disseminating information about the Race Calendar of all Events/Races, providing Race applications, publishing starting lists and collating/retaining both online and official results.

The ORGSU system facilitates the equitable distribution of shares and oversees income generation and collection for all partners:



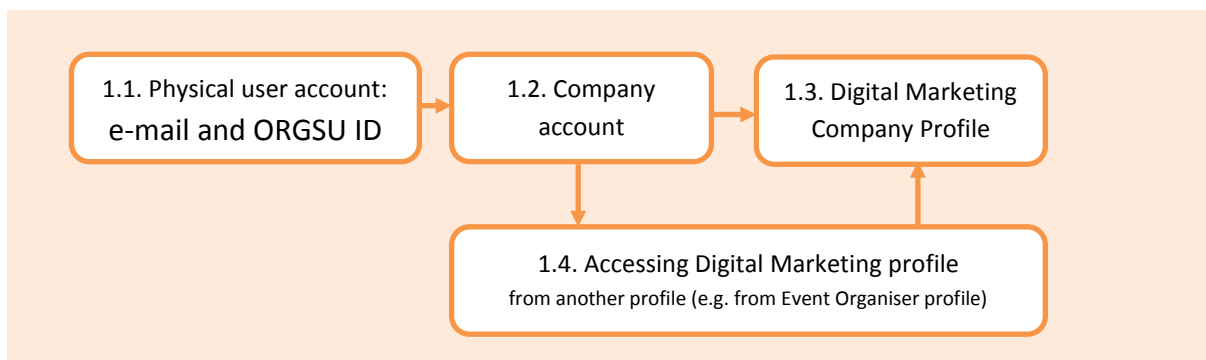
This handbook provides an easy-to-read overview of the main services structure. We look forward to being of service to you within this modern business-to-business environment.

As the system is relatively large and contains many functions, the overview flow-chart provides an at-a-glance 'map' to help you navigate the system: **from physical registration to the Results of the Races and Series.** However, please note that the flow-chart shows no details – only an outline of the main steps.



The following pages outline all major steps to help you understand the ORGSU B2B Environment. The numbers in the picture above correspond with the numbers of the chapters below:

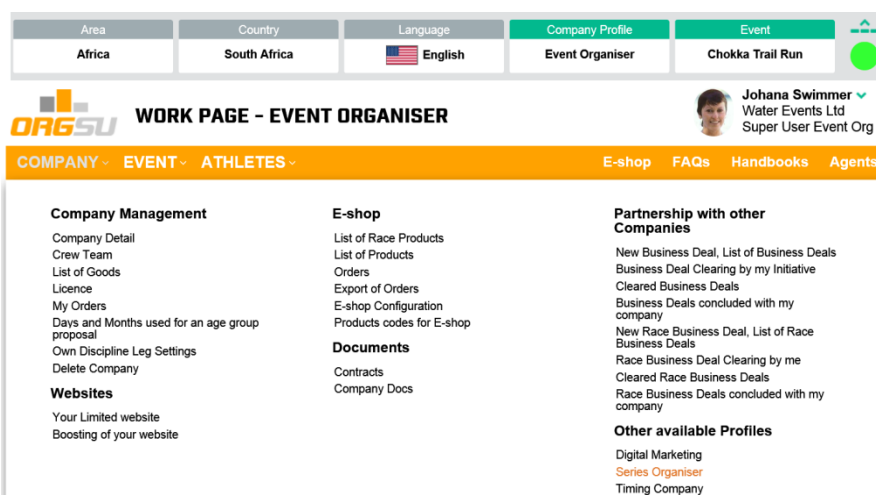
## 1. Digital Marketing Registration in Orgsu



There are two types of accounts within the ORGSU system:

- 1.1. Physical user account. One physical user can be assigned to one or more companies in one or more crew roles. The area, country and language of a physical user are displayed on the upper system status line. The user name and actual assignment to the company are displayed on the right upper part of every system page. Physical user can change his/her profile information and login assignment by clicking that information box.
- 1.2. Company account. A few details must be filled in (company name, country, ..). The system registers every company in at least one company profile.
- 1.3. Digital Marketing Profile. The most important section is the last wizard page, where the e-contract with ORGSU Ltd is accepted. Without a contract, most of the system functions are blocked. Full system functions are accessible when the ORGSU Licence for the given company profile is purchased. On every system page, the Licence status is indicated by the dot on the right upper corner (Green / Orange / Red).
- 1.4. Existing user of, e.g., Event Organiser, may also add the Digital Marketing Profile for his/her company by clicking  
Company -  
Other available  
Profiles:

The completion of the last wizard step is an electronic “signing” of the contract with ORGSU Ltd. Please read the Terms and Conditions carefully before signing this contract.



The screenshot shows the ORGSU system interface. At the top, there is a navigation bar with tabs for Area (Africa), Country (South Africa), Language (English), Company Profile (Event Organiser), and Event (Chokka Trail Run). Below this is the ORGSU logo and the text "WORK PAGE - EVENT ORGANISER". On the right, there is a user profile for Johana Swimmer, Water Events Ltd, Super User Event Org. Below the navigation bar, there is a menu with categories: COMPANY, EVENT, ATHLETES, E-shop, FAQs, Handbooks, and Agents. The main content area is divided into three columns: Company Management (including Company Detail, Crew Team, List of Goods, Licence, My Orders, Days and Months used for an age group proposal, Own Discipline Leg Settings, Delete Company, Websites), E-shop (including List of Race Products, List of Products, Orders, Export of Orders, E-shop Configuration, Products codes for E-shop), Documents (including Contracts, Company Docs), Partnership with other Companies (including New Business Deal, List of Business Deals, Business Deal Clearing by my Initiative, Cleared Business Deals, Business Deals concluded with my company, New Race Business Deal, List of Race Business Deals, Race Business Deal Clearing by me, Cleared Race Business Deals, Race Business Deals concluded with my company), and Other available Profiles (including Digital Marketing, Series Organiser, Timing Company).

Once the Digital Marketing profile has been registered and the licence purchased (indicated by the green dot in the upper right corner of the screen), the user will be able to operate all system functions needed for the Digital Marketing environment.

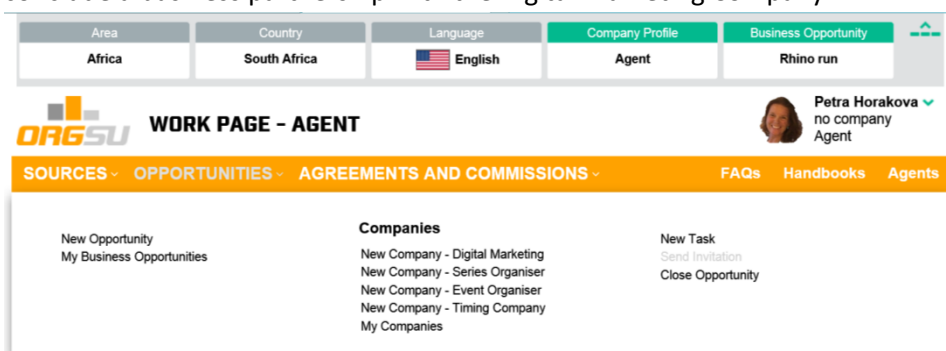
As explained above, the system does not provide direct registration of, or for, athletes. ORGSU supports companies in operating their own database systems via a co-operative partnership. Following registration and website upgrading, athletes will be able to find their registration details, athlete profiles, starting lists and all other relevant information on the Digital Marketing and Event/Series Organisers websites.

## 2. Approaching top Athletes to help your business

The Top Athletes box on [www.orgsu.org](http://www.orgsu.org) serves business-oriented athletes who wish to become system agents on an international scale. This is a great set-up, since many athletes are easily able to find new Event/Series organisers, owing to their experience and contacts in the industry.

The agent has an official agreement with ORGSU to earn a commission when he/she finds a new client. The Digital Marketing company may approach a suitable international athlete about the possibility of becoming an agent, and explain the financial benefit of identifying new partners and earning shares in the business deal. The partnership between a Digital Marketing company and athlete is ideal: they may consolidate their resources by finding more organisers to join the Digital Marketing Comp Race calendar and its business. This scenario illustrates the core focus of the ORGSU B2B environment: to support co-operation between partners and grow businesses for the benefit of all parties.

The agent is provided with a separate work page within ORGSU, which he/she may operate independently of other company profiles. The agent may also create a new company profile to facilitate the launch of his/her role and may then officially invite a new Event/Series organiser to conclude a business partnership with the Digital Marketing Company.



The system will calculate commission owed to the agent in accordance with the agreement. ORGSU Ltd offers new agents

commission of 20% for a period of 24 months. Customised 'special deal' rates may also be negotiated.

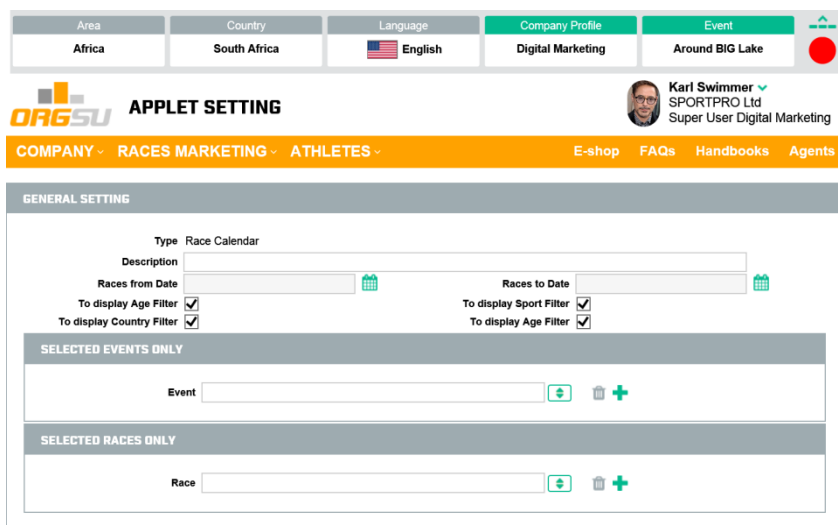
The commission is relatively high, so there is bargaining room for an internal agreement between the Digital Marketing Company and Agent. In addition, with the support of a Digital Marketing company, an agent has the opportunity to earn a sizeable income via this association, which may be understood as a form of athlete sponsorship.

### 3. Upgrading of Digital Marketing Company website

For the purposes of this Quick Handbook, let's assume that the Digital Marketing website is to be augmented by the Race Calendar applet now.

The Digital Marketing company must implement parts of the ORGSU system (the so-called Applet) into his/her existing website.

Select Company – Upgrading your website, then click NEW and select, for example, “Race Calendar”. Write your Description label and click SAVE. This will bring up both required html codes on the page below:



Your webmaster may now integrate the html code into your website. So, copy and paste this into the new web page using the appropriate editing application. The most simplistic html page code may look like this:

**TO BE ENTERED INTO YOUR HTML PAGE CODE**

The code to be inserted into your website in relation to the position of this Applet. See your handbook for details.

This code must only be entered once at the end of your website page. See your handbook for details.

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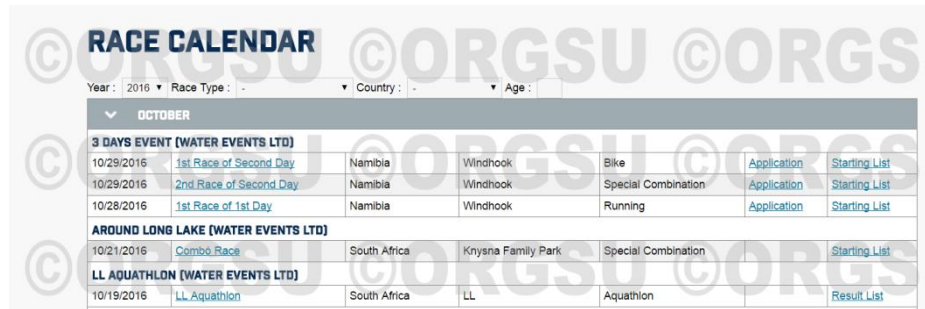
<!DOCTYPE html>
<html lang="en">
<head>
</head>
<body>
<div data-orgsu="8f7cf7b215774ea6be5b0f336eab7d9c"></div>
</body>
<script type="text/javascript" src="https://tech.orgsu.org/Rest/static/orgsu-bootstrap.js"></script>
</html>

```



Next, the applet “Race Calendar” for athletes will appear on the relevant webpage as follows.

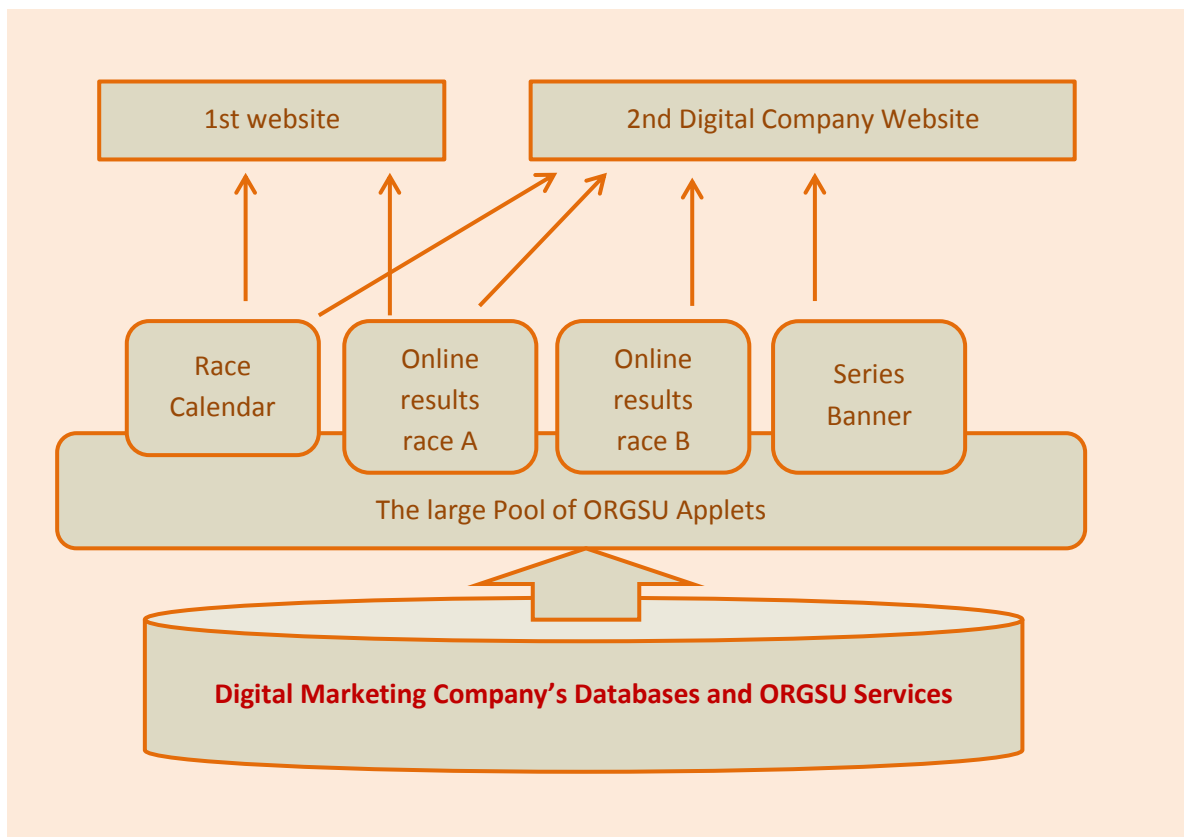
The **Application** function and **Starting List** are obviously integrated here.



RACE CALENDAR							
Year : 2016		Race Type : -		Country : -		Age : -	
OCTOBER							
<b>3 DAYS EVENT (WATER EVENTS LTD)</b>							
10/29/2016	<a href="#">1st Race of Second Day</a>	Namibia	Windhoek	Bike	<a href="#">Application</a>	<a href="#">Starting List</a>	
10/29/2016	<a href="#">2nd Race of Second Day</a>	Namibia	Windhoek	Special Combination	<a href="#">Application</a>	<a href="#">Starting List</a>	
10/28/2016	<a href="#">1st Race of 1st Day</a>	Namibia	Windhoek	Running	<a href="#">Application</a>	<a href="#">Starting List</a>	
<b>AROUND LONG LAKE (WATER EVENTS LTD)</b>							
10/21/2016	<a href="#">Combo Race</a>	South Africa	Knysna Family Park	Special Combination		<a href="#">Starting List</a>	
<b>LL AQUATHLON (WATER EVENTS LTD)</b>							
10/19/2016	<a href="#">LL Aquathlon</a>	South Africa	LL	Aquathlon		<a href="#">Result List</a>	

Further note the ORGSU background – this appears because the Digital Marketing company profile licence has not yet been purchased.

The chart below illustrates how a Digital Marketing company can operate more than one website and utilise any number of different applets on them:



The number of websites and installed apps is limitless.

ORGSU offers a bouquet of applets – let’s discuss these in alphabetical order. The installation principles remain the same, as illustrated above.

### About the Company Applet

Uploads all information, including Logo, provided to ORGSU. Using CSS styles, the look and feel may be changed as required.



**SPORTPRO Ltd**  
[www.SPORTPRO.COM](http://www.SPORTPRO.COM)  
VAT No.: 8798768755  
Sport Event Development.

- About company
- Administration Applet
- Application
- Athlete Detail
- Company Contacts
- E-shop
- Event Banner
- Iframe Photogallery
- Language Selection
- On-line Results
- Photogallery
- Picture Banner
- Race Banner
- Race Calendar
- Race Result
- Series Banner
- Series Calendar
- Series Results
- User Points

### Administration Applet

The user can install this Admin Applet directly onto his/her website. It contains all functions as provided by [www.orgsu.org](http://www.orgsu.org) for your company profile. Once installed, it will not be necessary to visit [www.orgsu.org](http://www.orgsu.org) to access admin functions.

### Application Applet

The applet provides an application to the given Race. It also integrates the register/login function for athletes and an e-shop with related products.

GENERAL SETTING	
Type	Application
Description	My Application Applet
Event	3 Days Event 1 (10/21/2016 - 10/31/2016)
Race	1st Race of Second Day (HY66CV ×)
	1st Race of 1st Day (HY66CWEC)
	1st Race of Second Day (HY66CWXX)
	2nd Race of Second Day (HY66CWMR)
COLOUR CUSTOMISATION	

The real applet will ask if an athlete is already registered on the digital marketing database, or if a new account must be created. Once logged in, another important box appears. The athlete may

You need an account and must be logged in to the Event Organiser's information system. You may then register yourself and/or other athletes for the Race

I ALREADY HAVE AN ACCOUNT - LOGIN

REGISTER NEW USER ACCOUNT

register himself/herself or another person.

By clicking “MYSELF”, the application page appears as follows:

I am applying to the Race

MYSELF

SOMEONE ELSE

The cart and the login status is displayed on the top line, followed by the race application.

Registered: Daniel Slovák | Log out

Empty

**3 DAYS EVENT - 2ND RACE OF SECOND DAY - 10/30/2016**  
**[HY66CWMR]**

Athlete ID: 5BY21W	E-mail: janomir.horak@orgsu.org
Last Name: Slovak	Name: Daniel
Birth Day: [ ]	Gender: [ ]
Country: Zambia	Team: [ ]
Phone: 75798789987	Phone: [ ]
Emerg. Name: [ ]	
Race Division: [ ]	
Division does not match to age and gender	
Discount Code: [ ]	VERIFY DISCOUNT CODE

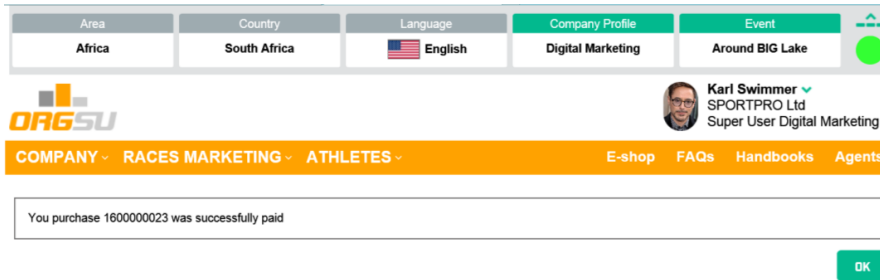
The physical user’s details are in the application box, with a few exceptions: gender, YOB, etc.

The special Discount Code can be added into the bottom line. This may be used by an athlete who has received a discount code from the

event organiser. The discount can be calculated as % or absolute value in a given currency.

The items on the application form are determined by the Event Organiser, and are dependent on how/she has parametrised the race application items.

Meanwhile, the Digital Company Licence has been purchased (as an illustrative example for this

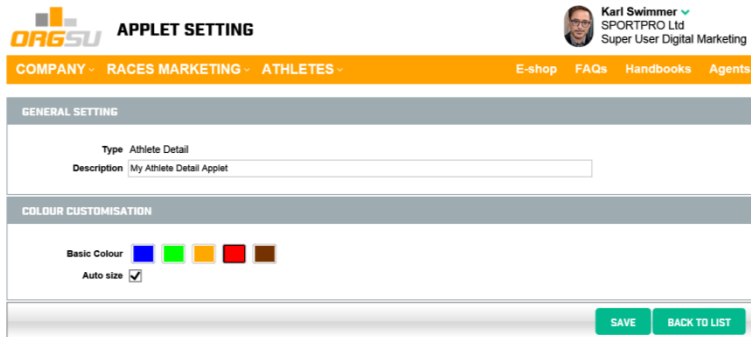


The screenshot shows the ORGSU user interface. At the top, there is a navigation bar with tabs for Area (Africa), Country (South Africa), Language (English), Company Profile (Digital Marketing), and Event (Around BIG Lake). A green circle icon is visible in the top right corner. Below the navigation bar, the ORGSU logo is on the left, and the user profile for Karl Swimmer (SPORTPRO Ltd, Super User Digital Marketing) is on the right. A main navigation bar contains links for COMPANY, RACES, MARKETING, ATHLETES, E-shop, FAQs, Handbooks, and Agents. A notification box at the bottom left states: "You purchase 1600000023 was successfully paid". An "OK" button is located at the bottom right of the notification box.

handbook), so the green point appears on the right upper corner of the screen. All functions will be available and applets appear without an ORGSU background now.

## Athlete Detail Applet

This is a very important function that gives website visitors the option to create a user account in the Digital Marketing Company database and to change details, etc. The new applet is selected and

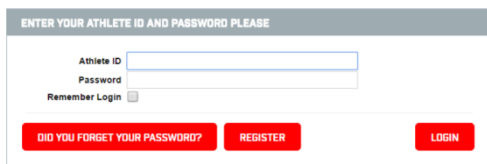


a red background colour set as a basic colour.

By clicking SAVE, the html code is generated and, as described above, uploaded onto one of the Digital Marketing Website pages.

The page then appears as follows:

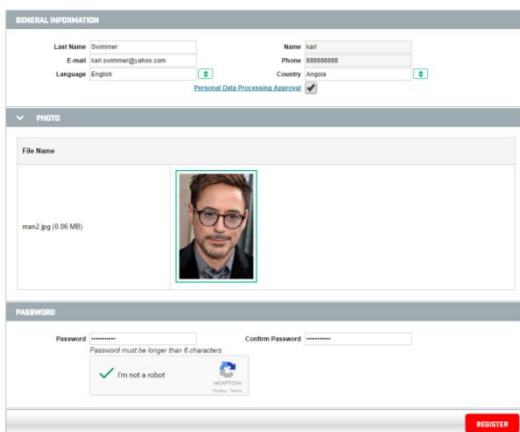
## LOGIN



The Login box appears, containing some functions.

When REGISTER is clicked, the new user account page will appear with the usual information. When the user account has been created, the athlete can log in to the account and find his/her details, as well as information stored in the database, such as his/her race history,

applications, user activity points and so on. There is a special handbook dealing with the functions for athletes in the "handbook" section. When all data has been entered and REGISTER confirmed, the user will find his/her profile information as follows:



## ATHLETE DETAIL

The athlete has provided only the most basic information to create his/her account. Specific details needed for application to the race, such as year of birth or gender, are still blank. This will be added when the first race registration is provided, or he/she may add further details manually via EDIT. All athletes have a choice of language from available options. When an athlete is logged on, applying to the race on the Digital Marketing Company website is very fast and easy, as is exploring the e-shop.

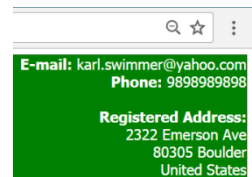
*As you can see, for the purposes of this handbook, the Super User, who is probably company owner Karl Swimmer, has created an athlete account for himself in his own database. This is, incidentally, proof that there is a clear difference between the ORGSU database (where all company crew members have their accounts in order to fulfil their day-to-day responsibilities) and a Digital Marketing Athlete Database, where internet visitors - mainly athletes - have their accounts.*

### Company Contacts Applet

This presents the Company Details – Company Address information only and can be used as only part of page content. When no CSS styles are applied, it is displayed as follows on the left. In cases of CSS style being used by experienced webpage administrators, the ‘look’ may be changed (fonts, colours, alignment, etc.) as follows:

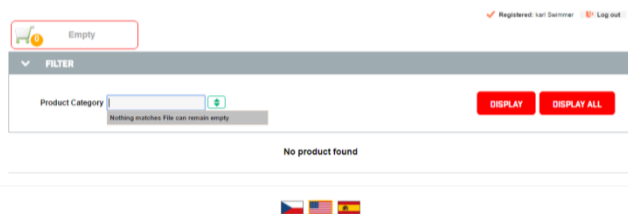
**E-mail:** karl.swimmer@yahoo.com  
**Phone:** 9898989898

**Registered Address:**  
 2322 Emerson Ave  
 80305 Boulder  
 United States



### E-shop Applet

This calls up the page related to products and services, not related to any event/race, as stored by the Digital Marketing Company in its e-shop store. For now, this is empty. Please refer to the Handbook “E-shop administration” for more details on how to operate this section of the system.



### Event Banner

The system markets all events where at least one Race appears in the “Race Business Deal”. The applet appears on the website as follows:

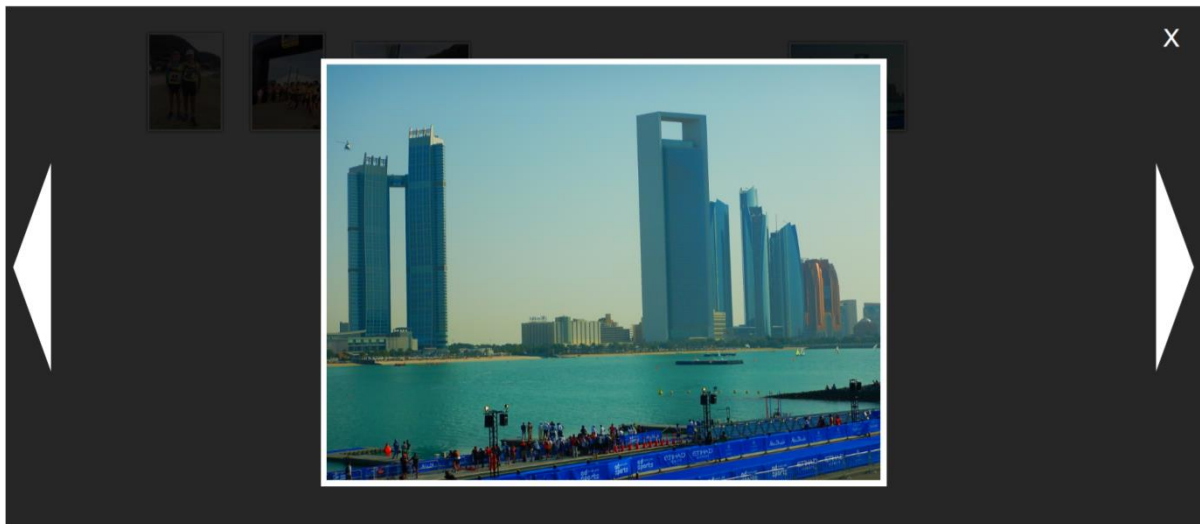


### Photo Gallery Applet

This displays all photos uploaded into the selected photo gallery. The Digital Marketing Company may have additional photo galleries uploaded into the company's database.



When the image is clicked, it is automatically enlarged to full-screen:



The option to easily add photographs to the e-shop will be available soon.

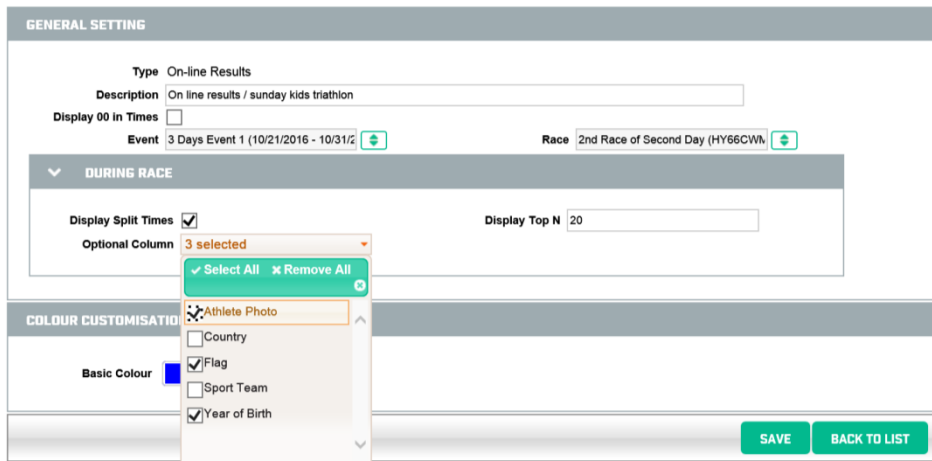
### Language Selection Applet

This can be installed for switching between different languages as required. It is usually also incorporated into other applets:



## Online Results Applet

The basic specification of the applet allows for the selection of an event and race. Here, all split times are default ON and only the top 20 athletes are displayed. Increase this number should you wish to check details of all athletes in the race.



The screenshot shows the 'GENERAL SETTING' section of the applet. It includes fields for 'Type' (On-line Results), 'Description' (On line results / sunday kids triathlon), 'Display 00 in Times' (checkbox), 'Event' (3 Days Event 1 (10/21/2016 - 10/31/2)), and 'Race' (2nd Race of Second Day (HY66CWM)). Below this is the 'DURING RACE' section with 'Display Split Times' (checkbox) and 'Display Top N' (20). A dropdown menu for 'Optional Column' is open, showing '3 selected' and options like 'Athlete Photo', 'Country', 'Flag', 'Sport Team', and 'Year of Birth'. The 'COLOUR CUSTOMISATION' section has a 'Basic Colour' dropdown set to blue. 'SAVE' and 'BACK TO LIST' buttons are at the bottom right.

This applet has differing behavioural functions before, during and after a selected race. It is one of the most interesting functions in the system, and is embedded in this html code for the benefit of both Digital Series Companies and their website visitors.

### A) Before the race

- More than 24 hours prior the scheduled start of the race, the Applet states only: "More than 24 hours to the start"
- Less than 24 hours to the Start. The starting list of athletes is published now. Whether or not the start numbers (BIBs) are displayed as well is up to the Event Organiser.






Scheduled Start: 14:49

Time remaining: 22:46

## STARTING LIST

### 2ND RACE OF SECOND DAY - 10/30/2016 (HY66CWMR)

Start: - Country: - Team: - Gender: - Race Division: -

BIB	Last Name	Name	Birth Year	Gender	Team	Country	Race Division
	Bond	Diana	2001	Female		 Argentina	Girls 14-15
	De Jager	Amica	1999	Female		 South Africa	Girls 14-15
	Frost	Miranda	2001	Female		 Namibia	Girls 14-15
	Horak	Vojtech	2003	Male		 Czech Republic	Boys 12-13
	Pistol	Oscar	2001	Male		 Namibia	Boys 14-15



At the start time, the page changes to 'live results'.

## B) During the race

The CSS style differs here; the Digital Media Company's IT team may customise lay-out as required:

Race Start: 17:17		Time of the Race: 00:48:11.8							
#	BIB	Swim OWS	T1	Run 1sr Run	Run 2nd Run	T1	ZIP Line ZIP Line	Total Time	To Winner
1.	2	Oscar Pistol	2001	29:22	1:22	7:41	6:42	45:07	0:00
2.	1	Vojtech Horak	2003	29:13	1:27	7:49	6:44	45:13	0:06
3.	4	Diana Bond	2001	29:55	1:10	7:51	9:05	48:01	2:54
4.	3	Amica De Jager	1999	30:03	1:23	7:15		38:41	
5.	6	Miranda Frost	2001	30:24	1:12	7:25		39:01	

The page displays as many athletes as were entered into the applet settings.

Race Start: 17:17		Time of the Race: 00:56:49.5							
#	BIB	Swim OWS	T1	Run 1sr Run	Run 2nd Run	T1	ZIP Line ZIP Line	Total Time	To Winner
1.	1	Vojtech Horak	2003	29:13	1:27	7:49	6:44 8:09	2:47	56:09 0:00
2.	2	Oscar Pistol	2001	29:22	1:22	7:41	6:42 8:04	3:04	56:15 0:06
3.	3	Amica De Jager	1999	30:03	1:23	7:15	13:42 1:12	2:53	56:28 0:19
4.	6	Miranda Frost	2001	30:24	1:12	7:25	13:29 1:46	2:22	56:38 0:29
5.	4	Diana Bond	2001	29:55	1:10	7:51	9:05 6:11	2:33	56:45 0:36

When all athletes have reached the finish line, the Event Organiser will change the status of the results from Preliminary to Official:

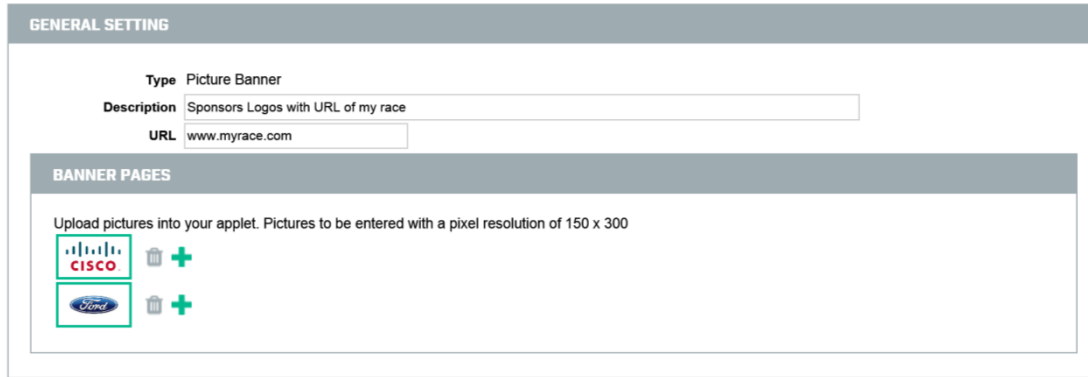
OFFICIAL RESULTS - 2ND RACE OF SECOND DAY										
Division: <input type="text"/> <input type="button" value="FILTER"/>										
Rank	Photo	BIB	Last Name	Name	Birth Year	Gender	Order	Division	Total Time	To Winner
1		1	Horak	Vojtech	2003	M/1		Boys 12-13	0:56:09	0:00:00
2		2	Pistol	Oscar	2001	M/2		Boys 14-15	0:56:15	0:00:06
3		3	De Jager	Amica	1999	F/1		Girls 14-15	0:56:28	0:00:19
4		4	Bond	Diana	2001	F/2		Girls 14-15	0:56:45	0:00:36
DSQ		6	Frost	Miranda	2001	-		Girls 14-15	-	-

The online applet has perhaps one disadvantage; it must be generated and created for every single race independently. On the other hand, it does create a virtually real-time, live view of the Race. The actual delay between real-time and publishing is usually between 1 and 3 seconds. A comical aside: many athletes use their smart phones during a race in order to monitor athletes behind them. This gives the race results scenario an entirely new dimension.



### Picture banner

This helps you to easily create a picture banner for your event with, for example, an Event logo and sponsor logo. This banner may be displayed anywhere on the internet in order to attract athletes to your website. Every picture appears for 3 seconds before swapping to the next one.



**GENERAL SETTING**





Type: Picture Banner

Description: Sponsors Logos with URL of my race

URL: www.myrace.com

**BANNER PAGES**

Upload pictures into your applet. Pictures to be entered with a pixel resolution of 150 x 300

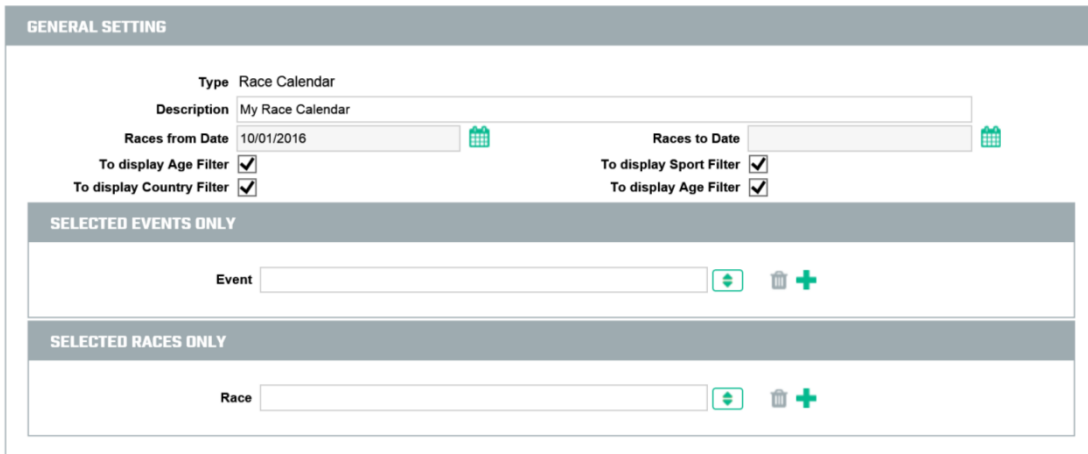
    
  

### Race banner Applet

This displays 3 boxes containing the basic Race information and sponsor logos.

### Race Calendar Applet


This is probably one of the most important applets. It displays the calendar of all event and races covered by Race Business Deals. A well-known Digital Marketing Company, having wide influence, may potentially have hundreds of Race Business Deals. The basic applet settings, as an illustrative example, are as follows:




**GENERAL SETTING**

Type: Race Calendar

Description: My Race Calendar

Races from Date: 10/01/2016 

Races to Date: 




To display Age Filter:

To display Country Filter:




To display Sport Filter:

To display Age Filter:

**SELECTED EVENTS ONLY**

Event:    

**SELECTED RACES ONLY**

Race:    

This displays an applet which appears on the Digital Marketing Company website as follows:

It opens up the current month calendar for visitors and offers the option of submitting an application and starting list before the event date.

### RACE CALENDAR

Year: 2016 Race Type: - Country: - Age: -

NOVEMBER

**STAIRS TO HEAVEN (WATER EVENTS LTD)**

11/26/2016	Canob Cup	Namibia	Rehoboth	Trail Bike (MTB)	<a href="#">Application</a>	<a href="#">Starting List</a>
------------	-----------	---------	----------	------------------	-----------------------------	-------------------------------

> OCTOBER

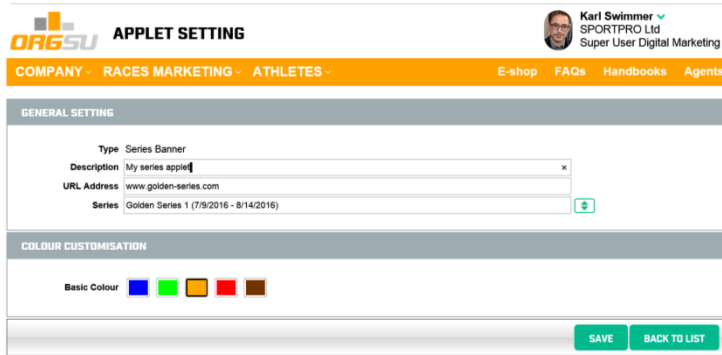
> SEPTEMBER

After the event, the Results will obviously be found here instead of the starting list.

## Race Results Applet

This applet differs from online results - it does not provide online/live output during the race. It can be used in different positions on the website(s).

## Series Banner



The Applet displays 3 different boxes every 5 seconds



Date	Title
8/7/2016	Palm Aquathlon
8/2/2016	T Kocar Memorial
7/31/2016	Run Around Lake

as explained in the Event Banner section.

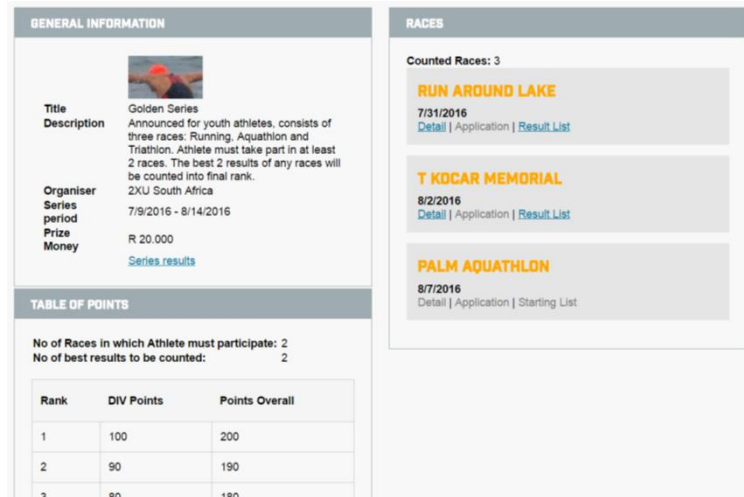
## Series Calendar

Athlete can easy find Series Races on the right hand side of the table.

Year: 2016

Title	Races
 Golden Series (3 Races)	Run Around Lake, 7/31/2016, Knysna Family Park

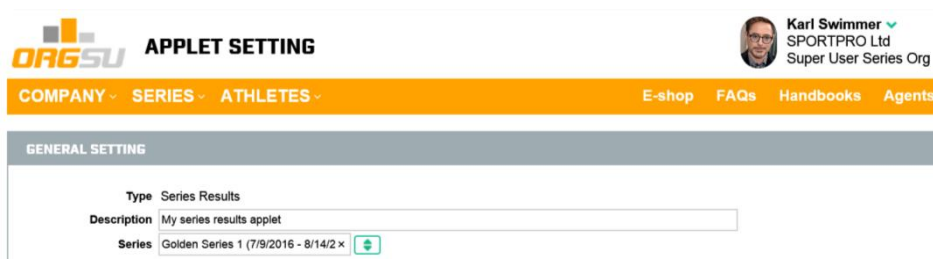
By clicking 'series', all series information appears. As you can see, it also contains details of every available race, as well as applications (if a pre-race date) or results (when official results have been released):



Rank	DIV Points	Points Overall
1	100	200
2	90	190
3	80	180

## Series Results Applet

The Digital Marketing Company has access to all series, owing to Race Business Deal Tables.



The lay-out of series results may be easily modified by CSS. If not, the factory output is here:

### SERIES RESULTS-GOLDEN SERIES

RESULT STATUS

Event	Race	Day	Result Status
Around Long Lake	Run Around Lake	7/31/2016	Results are official
Youth Games 2016	T Kocar Memorial	8/2/2016	Results are official
Chokka Trail Run	Palm Aquathlon	8/7/2016	Results are official

Division: All Divisions Min Count: 2 FILTER

No of results: 3. Min No of results to be counted to Series: 2. No of the best results to be counted: 2

Rank	Last Name	Name	Gender	Birth Year	Division	# OK	Run Around Lake 7/31/2016	T Kocar Memorial 8/2/2016	Palm Aquathlon 8/7/2016	PTs
1	Slow	Filip	Male	2002	Tigers 14-15	3	200 (1)	200 (1)	0 (20)	400
2	Frost	Miranda	Female	2001	Turtles 14-15	3	156 (9)	190 (2)	180 (3)	370
3	Prior	Anna	Female	2002	Turtles 14-15	3	158 (7)	0 (15)	200 (1)	358
4	Bond	Diana	Female	2001	Turtles 14-15	3	157 (8)	180 (3)	170 (4)	350
5	Fast	John	Male	2002	Tigers 14-15	3	190 (2)	0 (12)	157 (8)	347
6	Shark	Helenaa	Female	2004	Antelopes 12-13	2	180 (3)	-	160 (5)	340
7	Hot	Veronica	Female	2004	Antelopes 12-13	3	170 (4)	158 (7)	159 (6)	329
8	Stone	Antony	Male	2003	Sharks 12-13	3	159 (6)	159 (6)	0 (15)	318
9	Warm	Carl	Male	2003	Sharks 12-13	3	155 (10)	155 (10)	158 (7)	313
9	Loud	Barney	Male	2001	Tigers 14-15	3	0 (14)	167 (8)	156 (9)	313
11	Sheep	Tom	Male	2001	Turtles 14-15	3	0 (19)	156 (9)	155 (10)	311
12	Bell	Johana	Female	2002	Turtles 14-15	3	0 (15)	0 (11)	190 (2)	190
13	Water	July	Female	2003	Antelopes 12-13	3	0 (13)	170 (4)	0 (11)	170
14	Black	David	Male	2004	Sharks 12-13	3	160 (5)	0 (16)	0 (13)	160

So, any visitor to the Digital Marketing Company website can see the actual ranking of an overall rank (see left), or switch to selected division orders, which may reflect a different point system.

The long-term actual series results can be published on sponsor and/or regional/town websites, too, which provides a classy, finishing touch to the event.

## User Points Applet

This function loads a list of internet users of the Digital Marketing website, as per the points specified in Athletes – Activity Points:

ACTIVITY POINTS

Type	Points	Valid since	Valid until
Race Attendance	3	1/1/2016	
On-line Application	5	2/1/2016	

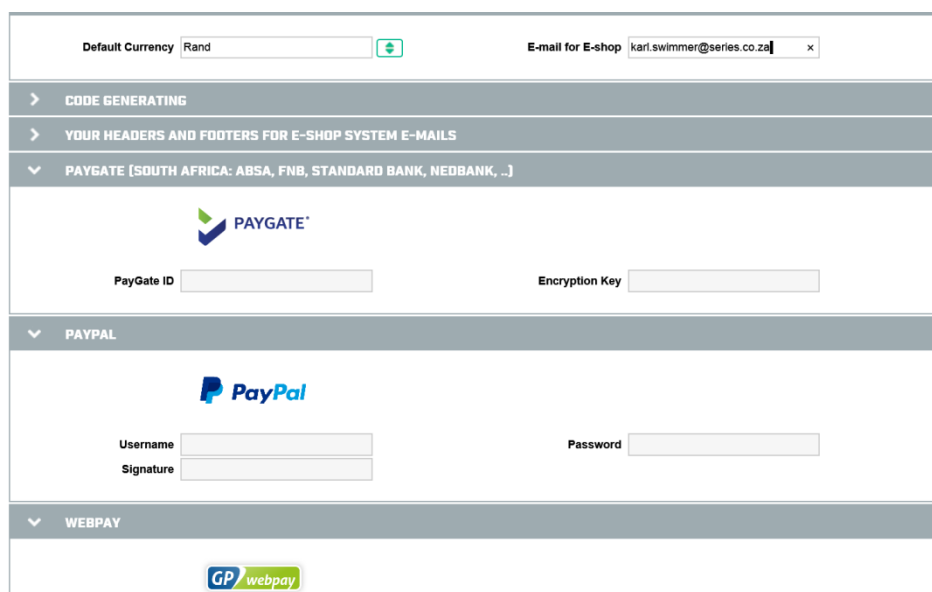
## 4. Your Payment Gateway, e-shop configuration

The Digital Marketing Company profile contains an e-shop, where you may offer entry fees only, or additional services and goods. The Digital Marketing Company usually appears in the role of “registration platform” for several Event Organisers. ORGSU gives you the opportunity to gather money on behalf of an Event organiser.

By clicking the Company-E-shop configuration, this page appears:

Please note that this is only part of the page – the full page cannot be displayed by a single print screen.

As shown, the user is assumed to have an agreement with his/her bank to have his/her ID number and Encryption key entered into the system. Thereafter, the selected gateway will be activated for his/her e-shop.



The screenshot shows a configuration page with the following sections:

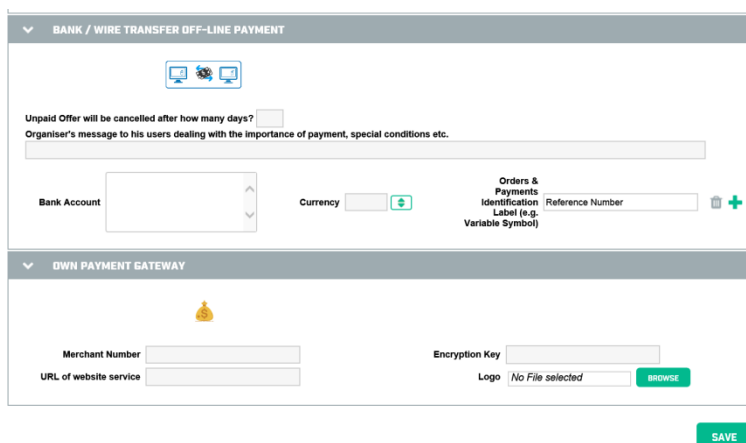
- Default Currency:** Rand
- E-mail for E-shop:** karl.swimmer@series.co.za
- CODE GENERATING**
- YOUR HEADERS AND FOOTERS FOR E-SHOP SYSTEM E-MAILS**
- PAYGATE [SOUTH AFRICA: ABSA, FNB, STANDARD BANK, NEDBANK, ...]**
  - PAYGATE logo
  - PayGate ID:
  - Encryption Key:
- PAYPAL**
  - PayPal logo
  - Username:
  - Signature:
  - Password:
- WEBPAY**
  - GP webpay logo

So, the user must fill in the currency and at least one payment method.

To connect his/her existing gateway and/or the wire transfer, he/she may choose from the following options on the same page:

The user may also visit the ORGSU e-shop to purchase a code for implementing the selected gateway into the system.

The e-shop configuration will be used by the Digital Marketing Company in order to gather money on behalf of event/race organisers. This enables all functions usually accessible by ‘registration’ companies as mentioned above.



The screenshot shows the following sections:

- BANK / WIRE TRANSFER OFF-LINE PAYMENT**
  - Unpaid Offer will be cancelled after how many days?
  - Organiser's message to his users dealing with the importance of payment, special conditions etc.
  - Bank Account:
  - Currency:
  - Orders & Payments Identification Label (e.g. Variable Symbol):
  - Reference Number:
- DWN PAYMENT GATEWAY**
  - Merchant Number:
  - URL of website service:
  - Encryption Key:
  - Logo:  No File selected

## 5. Procuring Events and Series Organisers

Several Events should be assumed by Digital Marketing Company, to be asked for cooperation:

Date	Event Name	Organiser	Person	Place / venue	Sport
Jan 13, 2017	Dunes Trail Run	Green College	John Stewart	Humini, Nice Bay	Running
Feb 10, 2017	KOKO's Cup	Bottle Lines Ltd	Karl Swimmer	New town, Beach resort	Aquathlon
Feb 15, 2017	Golden Paddle	Drancis Sport	Julia Bridges	Vojkovec, Canal	Paddling
March 3, 2017	TT sprint BE	Max-sport	Melissa Black	Islamorada, Long Beach	Triathlon
March 16, 2017	Family festival	JB Municipality	Peter Water	JB River Side	Running /Climbing/Zip Line

*Please note: the system word 'Event' refers to an event of one or more days, comprising one race or several races.*

The Digital Marketing Company must contact all Event (and Series) Organisers and request that they register on the ORGSU system:

- Provide reasons for doing so: to contribute to organising of the Event; the ORGSU system complements and improves the websites of both parties, including the Event Organiser website and Digital Marketing Company;
- The system provides full support to Event Organisers during both the event preparation and production phases. For more details, please see Event Organiser Handbook.
- The system can provide full support to Series Organisers too, optionally.  
For more details, please see Series Organiser Handbook.

The above request/recommendation to all Event and Series Organisers should therefore include a link to [www.orgsu.org](http://www.orgsu.org)

Once the Event and Series Organisers receive this information and register with ORGSU, we may continue to the next step.

## Event and Series Organiser ORGSU registration

### Event and Series Launching

In order to participate, every Event and Series organiser must create his/her personal account and company account in the profile “Event Organiser”. This procedure is explained in detail in the Event and Series Organiser handbooks.

### 6. Race Business Deal

This is the heart of this B2B environment. The Race Business Deal Table defines all shares, rights and system functions working between both partners: Race Organiser and Digital Marketing Company.

**Please note:**

- This is obviously not a requirement when the Digital Marketing Company is also the Event Organiser. In that case, there is no need to close a Race Business Deal with oneself.
- A Race Business Deal must be created for **every single Race**; there is no way to activate an Event Business Deal.

The race business deal is concluded in three steps:

1. Event Organiser creates draft proposal
2. Digital Marketing Company approves or requests changes to proposal
3. Event Organiser accepts or rejects changes.

The Race Business Deal table consists of three parts representing the steps above. The third step is the bottom part of the table and outlines the Final Deal Statement.

	Race Calendar	Race Detail	Application	Money Gathered by Partner	Starting List	On-line Results	Race Results	
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Series Organiser		Timekeeper		Virtual Race			
Final Deal Statement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
	Entry Fee	Advertising Items	File	Donations	Clothes	Sport Hardware Gear	Codes	Soft Gear
	3.00 % <input type="text"/>	0.00 % <input type="text"/>	0.00 % <input type="text"/>	0.00 % <input type="text"/>	0.00 % <input type="text"/>	0.00 % <input type="text"/>	0.00 % <input type="text"/>	0.00 % <input type="text"/>

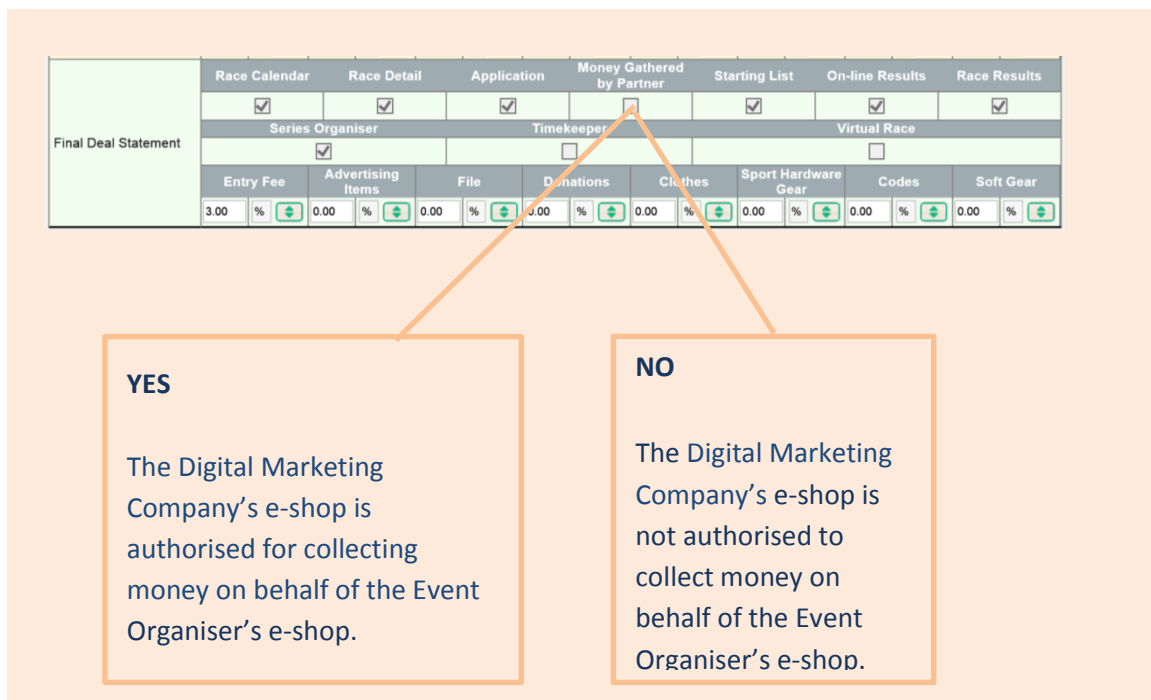
All data is contained here, so the table must contain a density of parameters. The business functionality allows for a fixed (total amount) or variable (% share) total of money accruing to the Digital Marketing. This may be recorded in detail in the written contract as well. In the case of worldwide Digital Marketing (e.g. registration company), a more detailed table may be created inside the system when required.

For illustrative purposes, let us complete the race business deal table below using simple data. The negotiations are conducted as outlined below:

Possible action in each step	Content of table
1. Event Organiser makes offer to Digital Marketing Company	Entry fee % proposal for Digital Marketing Company: <b>7 %</b> Other services and goods for Digital Marketing Company: <b>0 %</b>
2. Digital Marketing Company rejects proposal, requires higher %:	Entry fee % request : <b>9 %</b> Other services and goods for Digital Marketing Company: <b>1 %</b>
3. Event Organiser accepts partner's proposal	<b>Race Business Deal is approved.</b>

If no agreement is reached, Event Organiser may initiate a new 'bargaining loop'.

If the Digital Marketing Company has the right to gather money on behalf of the Event Organiser, the Race Business Deal must record this with a 'YES' in the relevant box:



Final Deal Statement	Race Calendar	Race Detail	Application	Money Gathered by Partner	Starting List	On-line Results	Race Results
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Series Organiser		Timekeeper		Virtual Race		
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entry Fee	Advertising Items	File	Donations	Clothes	Sport Hardware Gear	Codes	Soft Gear
3.00 % <input type="checkbox"/>	0.00 % <input type="checkbox"/>	0.00 % <input type="checkbox"/>	0.00 % <input type="checkbox"/>	0.00 % <input type="checkbox"/>	0.00 % <input type="checkbox"/>	0.00 % <input type="checkbox"/>	0.00 % <input type="checkbox"/>

**YES**

The Digital Marketing Company's e-shop is authorised for collecting money on behalf of the Event Organiser's e-shop.

**NO**

The Digital Marketing Company's e-shop is not authorised to collect money on behalf of the Event Organiser's e-shop.

Once the Race Business Deal is approved, the race will be recorded in the proposal to the Digital Marketing Company and is ready to be used by all above mentioned applets.



## **7. The race will appear in the Race and Series Calendar**

When the Digital Marketing Company website has been upgraded by either Race and/or Series Calendar, the given Race will be announced there.

All visitors to the Digital Marketing Company website may obtain race information here and apply online once these parameters are approved in the Race Business Deal.



## 8. Applications and Entry fees

When athletes visit the Digital Marketing Company website and click on the race or series calendar, they will find all relevant information: all races, their details, as well as application and/or results. Athletes have two status options: he/she may already have an account in the Digital Marketing Company database (as part of ORGSU services) or he/she must create an account via the first race application.

In summary, the Digital Marketing Company now has the tools to operate its athlete database.

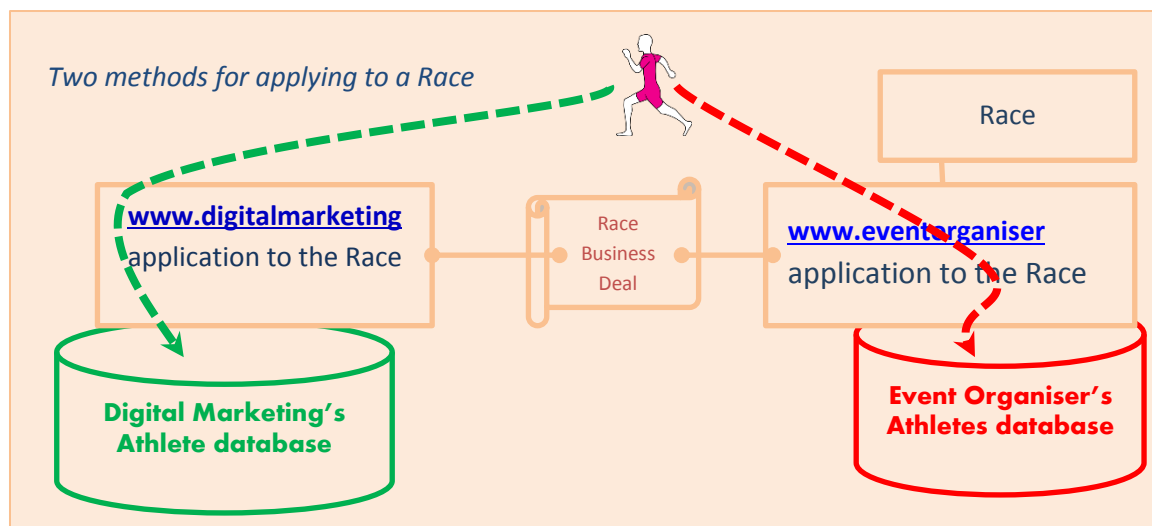
**Important:** there is a general ruling within the ORGSU environment:

An athlete's user profile – or account – belongs to the database of the company via the website on which he/she made a race application.

Therefore, we have two different scenarios here:

- A) An application approved on a Digital Marketing Company's website (green line below) will save the athlete's record in the Digital Marketing Company's database.
- B) If an athlete made his/her application via an Event Organiser's website (red line below), the Digital Marketing Company's athlete database will not change.

The following picture illustrates this clearly:



A different approach may be used in terms of cash flow. There are several options for gathering entry fee payments via ORGSU. These options do not affect athletes, as the end result will be the same for them, regardless of which option is used. However, there is a difference within the system back-end: Entry fee payment money may be transferred either to the Digital Marketing Company's account or to the Event Organiser's account.

The business deal between series and Event Organisers will clarify which option is to be used. The system operates within two possible scenarios:

Scenario	Notes
Money will be deposited only into Event Organiser account	Event Organiser <ul style="list-style-type: none"> <li>- has own payment gateway</li> <li>- does not allow Digital Marketing to collect money as a third party</li> </ul>
Money will be deposited only into Digital Marketing Company's account	Event Organiser does not have own payment gateway and allows Digital Marketing Company to collect money as a third party

*However, the combination of both scenarios is also possible, but not recommended.*

If the Digital Marketing Company has permission to collect money on behalf of an Event Organiser, the system contains several pages of information to support this, and to provide final clearance between partners.

## 9. Starting lists on Digital Marketing Company websites

The default system setting is to publish Starting lists (approved by the Event Organiser) in both: Race and Series Calendars.









### T KOGAR MEMORIAL - 8/2/2016 (N26WYN4F)

Visitors to this web page have access to all filters and sorting functions related to searching and printing starting lists.

The start numbers (BIBs) are published or hidden in accordance with the actual settings provided by Event Organiser.

Display BIBs in Start Lists:       Display STATUS and Ref. Number for public:       [SAVE](#)      [STARTING LIST](#)

Start: - [v]      Country: - [v]      Team: - [v]      Gender: - [v]

BIB	Last Name	Name	Birth Year	Gender	Team	Country	Race Division
1	Bond	Diana	2001	Female		 Ireland	Girls 14-15
2	Price	Adela	2003	Female		 Macedonia	Girls 12-13
3	Prior	Anna	2002	Female		 Honduras	Girls 14-15
4	Pistol	Oscar	2001	Male		 England	Boys 14-15
5	Potter	Ema	2003	Female		 Algeria	Girls 12-13
6	Bell	Johana	2002	Female		 Gambia	Girls 14-15
7	Black	David	2004	Male		 Egypt	Boys 12-13
8	Bolden	Denis	2004	Male		 Czech Republic	Boys 12-13

## 12, 13, 14: Race(s) Production

When the entries are closed, the Event Organiser may choose how to assign BIBs, organise registration at the venue and timing. The table below displays these options, all of which are supported by the system:

	<b>Event Organiser using ORGSU</b>	<b>External Timing Company</b>
<b>Start Numbers (BIBs) and Start Waves assignment</b>	A detailed structure for wave and BIBs management is contained within the system. It can be used by Event Organiser or Timing Company.	All application data in a defined XML format can be imported into the Timing Company external, independent system
<b>Registration at venue</b>	Several services are available: A) Customized Registration printouts B) Venue registration page for check-in at the venue, including bill and athlete info leaflet printouts. C) Registration table for given race	Registration on the venue may be provided by an external company, independently on the ORGSU
<b>Timing</b>	Using complementary mobile devices Timing: ideal for smaller and wide-spread races, as results can be accessed directly by an Event Organiser Crew. LIVE results available.	Timing and preliminary results published at the venue. External technology, not connected to ORGSU.
<b>Result publishing</b>	All preliminary and official results can be printed directly from ORGSU system.	Official results must be uploaded into the Event Organiser database in defined XML format.

The system supports both hand-timing and online timing via mobile devices; there are special handbooks dealing with this. The system allows races of up to several days. The inbuilt timing function is fail-safe and suitable for all races where no high density of athletes at timing points is expected. The limitation on this timing system is the data mobile signal at the venue, for the smart phone/tablets activation. When the data mobile signal is not available along the entire track, data from the 'blank' timing spot will be transferred later. Athletes must wear start numbers/BIBs with numbers only; no characters in start numbers are allowed.

As shown in the table, all entries may be easily exported to a selected timing company for the provision of timing. After the race, all data (with possible additions and changes) will be imported back to the Event Organiser database. A certification service (in the ORGSU e-shop) supports and runs any timing company system interface. For worldwide series, we strongly recommend purchasing this certification.

It is important for an Event Organiser to sign an appropriate contract with the timing company. A contract template can be found in handbooks, making the contract procedure easy. The import of data into the Event Organiser database is vitally important for the series results after the event.

In general, there are two approaches to results: online or off-line scenarios. In an online scenario, both partners Digital Marketing and Event Organiser can utilise the function of an online results applet, which works on both their websites for the duration of the race.

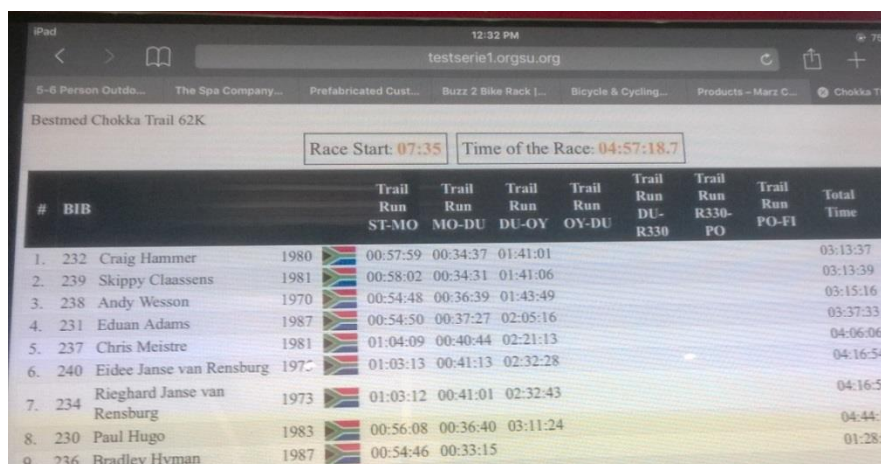
ORGSU contains complementary functions for smart phones (Android and IOS) to provide online timing. The photo shows what the Event Organiser will need: computer, smart phones and internet – printer optional.



Using the ORGSU system and several volunteers with smart phones, an Event Organiser is able to provide easy, affordable timing. A few volunteers with smartphones must be placed in designated areas along the track, where they type start numbers into their devices at defined timing points. The online LIVE results (the real delay is about 3 seconds) are displayed on both the Event and Digital Marketing Company websites. It may therefore be used by the race announcer as well. Please see the specialised handbook for mobile-timing for further details.

The following photograph shows the online applet in use during the Chokka Trail Run in South Africa, where ORGSU technology recorded several split-times along the course of this challenging 62km trail run. Using expensive chip-technology in remote areas of a course is not advisable and does not make sense.

On the other hand, sending smartphone-carrying volunteers on mountain bikes to remote parts of the bush is a cheap and effective solution. Most competitions deal with this issue: there is no cheap tracking or control points on the turning points and other important spots on the track these days.



#	BIB	Trail Run ST-MO	Trail Run MO-DU	Trail Run DU-OY	Trail Run OY-DU	Trail Run DU-R330	Trail Run R330-PO	Trail Run PO-FI	Total Time
1.	232	Craig Hammer	1980	00:57:59	00:34:37	01:41:01			03:13:37
2.	239	Skippy Claassens	1981	00:58:02	00:34:31	01:41:06			03:13:39
3.	238	Andy Wesson	1970	00:54:48	00:36:39	01:43:49			03:15:16
4.	231	Eduan Adams	1987	00:54:50	00:37:27	02:05:16			03:37:33
5.	237	Chris Meistre	1981	01:04:09	00:40:44	02:21:13			04:06:06
6.	240	Eidee Janse van Rensburg	1977	01:03:13	00:41:13	02:32:28			04:16:54
7.	234	Rieghard Janse van Rensburg	1973	01:03:12	00:41:01	02:32:43			04:16:56
8.	230	Paul Hugo	1983	00:56:08	00:36:40	03:11:24			04:44:12
9.	236	Bradley Hyman	1987	00:54:46	00:33:15				01:28:01



At the conclusion of the event, official results can also be published by ORGSU.








Printed: 8/7/2016

Chokka Trail 62K

Race Date: 8/7/2016

Official Results List

The printout of this event has been designed as displayed on the right. Every user can modify his output printouts as needed.

Rnk	BIB Name	Division	Rank Div	ST-MO	MO-DU	DU-OY	OY-DU	DU-R330	R330-PO	PO-FI	Total Time	To Winner
1	232 Hammer Craig	 Men 12-99	1	00:57:59	00:34:37	01:41:01	02:05:47	00:30:54	00:22:15	00:36:05	06:48:38	00:00:00
2	239 Claassens Skippy	 Men 12-99	2	00:58:02	00:34:31	01:41:06	02:05:40	00:30:49	00:22:22	00:36:09	06:48:39	00:00:01
3	238 Wesson Andy	 Men 12-99	3	00:54:48	00:36:39	01:43:49	02:24:15	00:35:18	00:31:11	00:38:12	07:24:12	00:35:34
4	231 Adams Eduan	 Men 12-99	4	00:54:50	00:37:27	02:05:16	03:19:18	00:38:53	00:26:47	00:48:27	08:50:58	02:02:20
5	234 Janse van Rensburg Rieghard	 Men 12-99	5	01:03:12	00:41:01	02:32:43	02:57:17	00:47:21	00:29:08	01:01:36	09:32:18	02:43:40
6	240 Janse van Rensburg Eidee	 Women 12-99	1	01:03:13	00:41:13	02:32:28	02:57:26	00:47:32	00:29:09	01:01:41	09:32:42	02:44:04
7	237 Meistre Chris	 Men 12-99	6	01:04:09	00:40:44	02:21:13	03:11:02	00:41:13	00:38:34	01:01:19	09:38:14	02:49:36

## 15. Series results publishing

When official race results are published by the Event Organiser, the Series Organiser is granted access to provide the relevant calculation of series results. Based on the series specification, he/she will be able to view all athletes in the series, as well as their assignment into specified age group divisions. The system will automatically sort every athlete into his/her age group, in accordance with pre-defined age groups and with the series table points.

The Series organiser may manually change age-group assignments if desired.

The Series organiser may publish pdf series results, including sponsor's logos, immediately after every race in the series.

#	Name	YOB	Country	Races	Gender/#	DIV	DIV Pts	# DIV	Total Pts
1	Slow Filip	2002		3	M/1	Tigers 14-15	200	1	400
2	Frost Miranda	2001		3	F/1	Turtles 14-15	180	2	370
3	Prior Anna	2002		3	F/2	Turtles 14-15	200	1	358
4	Bond Diana	2001		3	F/3	Turtles 14-15	180	2	350
5	Fast John	2002		3	M/2	Tigers 14-15	190	2	347
6	Shark Helena	2004		2	F/4	Antelopes 12-13	200	1	340
7	Hot Veronica	2004		3	F/5	Antelopes 12-13	180	2	329
8	Stone Antony	2003		3	M/3	Sharks 12-13	190	1	318
9	Warm Carl	2003		3	M/4	Sharks 12-13	190	1	313
9	Loud Barney	2001		3	M/4	Tigers 14-15	170	3	313
11	Sheep Tom	2001		3	M/6	Tigers 14-15	150	4	311
12	Bell Johana	2002		3	F/6	Turtles 14-15	170	4	190
13	Water July	2003		3	F/7	Antelopes 12-13	180	2	170

The Series Result applet, which may appear on the Digital Marketing Company website, was discussed earlier in this handbook.



## 16. Database of Digital Marketing Company grows

An important aspect of the system operation is the database of athletes. The Digital Marketing Company has a factory default setting – Personal data processing – which may be edited and used as an agreement with all users loaded into this database. At this stage, ORGSU provides the basic functions required for dealing with an event.

The next stage contains an increased number of functions specific to a business-to-business environment via “C2C” methodology, which facilitates a high-end e-shop, a communication unit using different communication technology backends and other parts needed to help business-oriented companies run their businesses.

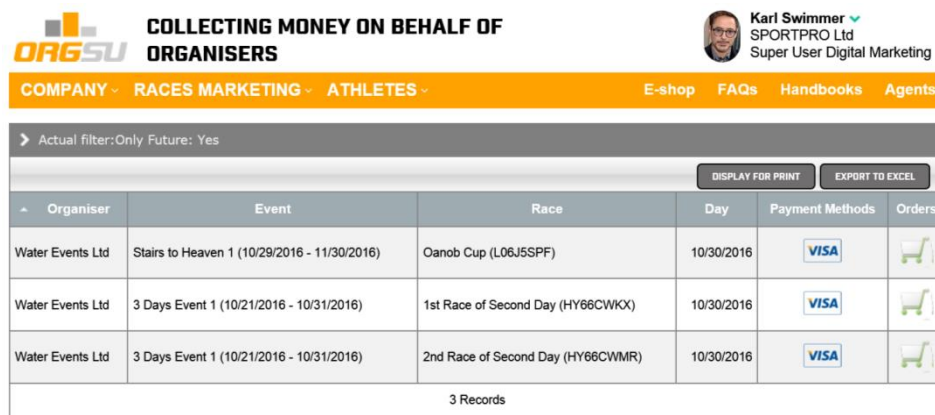
The internet visitor is therefore a vital commodity and potential client for every Digital Marketing Company. ORGSU fully supports this aspect of the company’s business model.

## 17. Financial Clearing



The system will calculate all monetary income as specified in the Race Business Deal Table. After the race, the Event Organiser should make this information available for checking and to provide final clearance. This is followed by all necessary pay-outs to the Digital Marketing Company.

Several functions dealing with this matter are contained in the Financial ORGSU Handbook. In cases where a Digital Marketing Company collects funds on behalf of an organiser, there are several functions supporting this task:

Under **Company – Collecting money on behalf**, the system calls up a list of all Races where the Race Business Deal provides this right to the Digital Marketing Company: there is a special page under the



The screenshot shows the ORGSU interface for 'COLLECTING MONEY ON BEHALF OF ORGANISERS'. The user is Karl Swimmer, a Super User at SPORTPRO Ltd. The navigation menu includes COMPANY, RACES MARKETING, ATHLETES, E-shop, FAQs, Handbooks, and Agents. The table below lists three records for Water Events Ltd.

Organiser	Event	Race	Day	Payment Methods	Orders
Water Events Ltd	Stairs to Heaven 1 (10/29/2016 - 11/30/2016)	Oanob Cup (L06J5SPF)	10/30/2016	VISA	
Water Events Ltd	3 Days Event 1 (10/21/2016 - 10/31/2016)	1st Race of Second Day (HY66CWXX)	10/30/2016	VISA	
Water Events Ltd	3 Days Event 1 (10/21/2016 - 10/31/2016)	2nd Race of Second Day (HY66CWMR)	10/30/2016	VISA	

3 Records

VISA logo to configure the payment methods used for every race and offering various options. The table list with all orders appears as follows.

To conclude all financial balances between the Digital Marketing Company and Event organiser, there is a smart procedure helping to keep the bilateral cash-flow tasks in order. Please see the financial handbook for details.

## Conclusion

This quick handbook outlines the basic business principles of the ORGSU system. As mentioned above, the system can fully support all standard Digital Marketing needs at present. Specific needs may be discussed on request, particularly for worldwide companies.