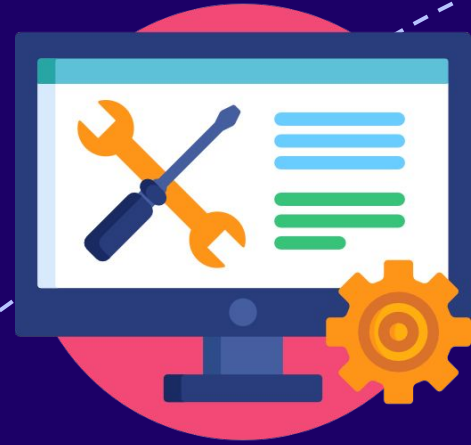


Zipline

Guide

The IT Guide to Unlocking the Power of Zipline



We're more than just communication and task management for stores.

We're here to make your jobs easier by meeting you where you are.

In 2014, we set out to build the most effective communication and task management platform for retail stores. Eight years later, Zipline has grown into a full-blown operations platform that tens of thousands of teams trust to streamline their operations and improve their businesses.

Along the way, we've learned a thing or two about what makes an operations platform truly powerful. Getting information to teams is only the first step in driving better results. *How* you get that information to teams as efficiently as possible is just as important.

Unlocking the potential of a large organization starts with unlocking the potential of its technology. This is why we're so passionate about partnering with IT teams - so we can ensure Zipline doesn't just deliver on a company's communication needs, but can also become the platform that powers agility and transformation across the org.

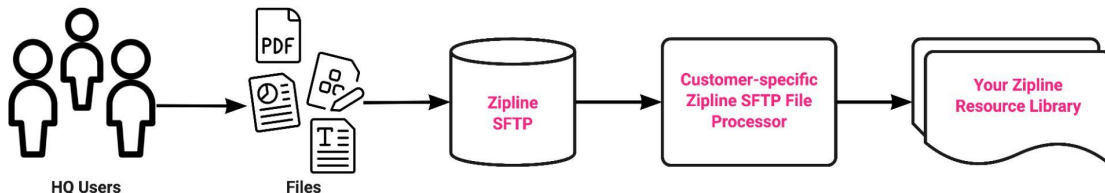
Ready to take your store operations to the next level? Here are IT strategies that can help bridge the gap between Zipline and other systems and processes within your organization. Think of them like technology "power-ups," listed in order of increasing complexity.



"I need to make store-facing files available to store associates, and easily keep them up to date."

Solution:

Automate bulk file updates using SFTP



Managing hundreds of separate files and targeting them to hundreds of different locations becomes unwieldy - especially if the content of those files changes frequently. A retailer with 500 locations may want promotional signage swapped out across the fleet several times a week. If that same retailer is pushing out localized promotions, that's more than a thousand directives to upload.

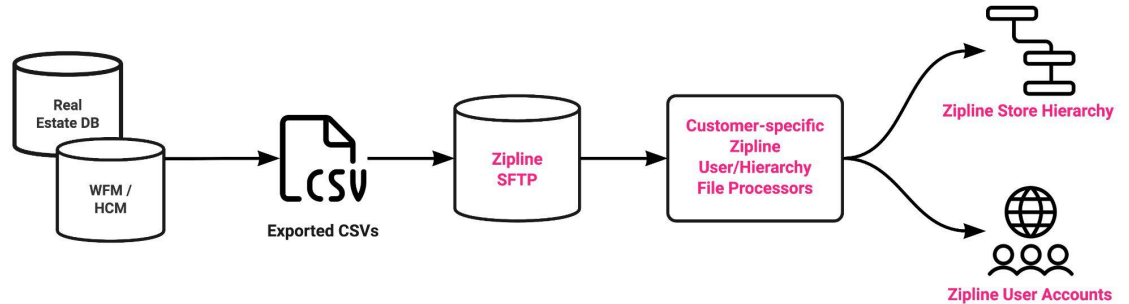
At Zipline, we help customers solve for this exact use case (and many others) via our SFTP facility. Assuming files are named predictably, we can automatically publish and expire files on a given date, and target files to a specific distribution list, store or security level. All of this happens behind the scenes, without any need for publishers to manage on the front end.



"I need to keep Zipline up-to-date with changes in my locations and staffing."

Solution:

**Zipline
SFTP
exported
.csv files**



SFTP is a great way to manage your store comms system hierarchy. If your company doesn't use SSO, Zipline can regularly take files from WFM systems via SFTP to create a hierarchy that's updated as often as once a day - which is essential in a high-turnover business like retail.

Files are currently processed according to a pre-agreed schedule, usually once per week, or once per day. We can process separate files for terminations, on a different schedule. And, we re-calculate distribution lists after each update, to ensure that we stay aligned with reorgs and reassignments.



"I need to make other applications talk to Zipline, but I can't spare any IT hours to build something complex."

Solution:

Email into Zipline



With a simple email integration, other applications can talk to Zipline by sending an email to a special address. Using an email integration, we can pull content from these legacy systems and publish it straight to any part of Zipline (the Dashboard, the Day Sheet, etc.), targeting content to whomever needs to see it.

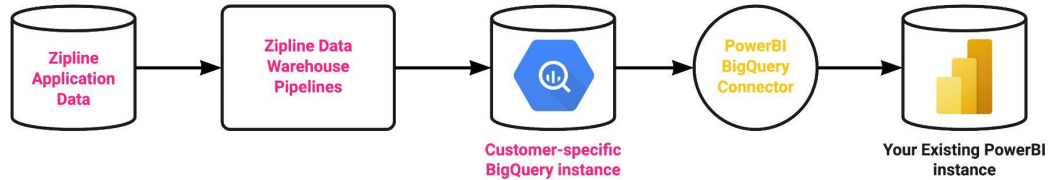
An email integration is a great option for IT teams that want to reap the benefits of integration but don't have the resources/man hours to build something from scratch. This integration also allows orgs to target communications to individuals who may not have an email account, but do use Zipline, like hourly frontline associates.



"I need to combine Zipline's operational data with data from other systems and tools."

Solution:

Fetch data via Google BigQuery



Break down data silos and make better informed business decisions. At Zipline, we make it possible for customers to fetch Zipline data into an existing solution where other operational data already lives, like PowerBI, Looker, or Tableau. You can correlate data in the Zipline communications platform -like readership and task execution rates -with data in other areas of your business -like marketing campaign success.

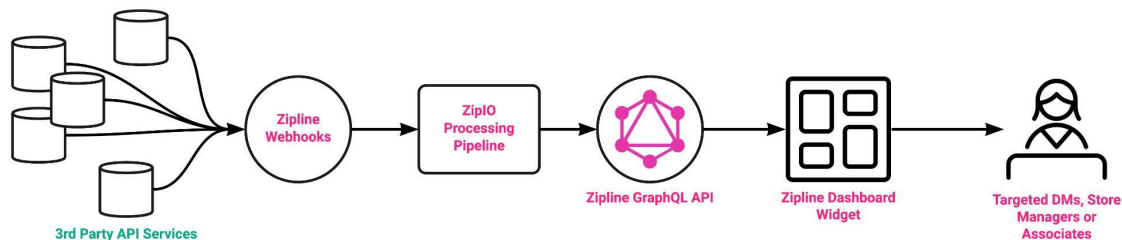
Data is synced continuously from your Zipline instance to BigQuery. Data is as near real-time as we can make it, although with a short delay.



"I need to reduce the number of separate apps employees must access, and give them a one-stop-shop to do their jobs."

Solution:

Direct 3rd party integrations



With the help of pre-built integrations, you can give your frontline teams a true one-stop-shop by connecting the systems they know and love directly into their Zipline. This might look like: a widget that displays a user's current LMS course load, a module on the dashboard that shows a store's current NPS scores, or a list of associates due to work pulled in from a scheduling tool.

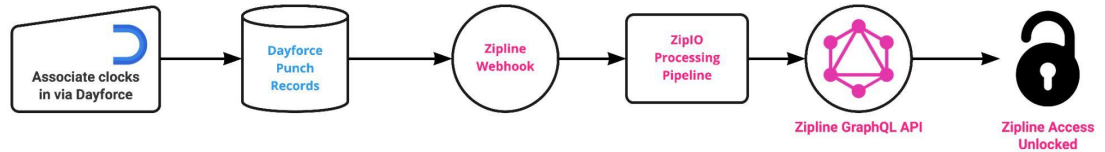
These integrations directly use third parties' secure APIs to fetch and manage data. New integrations are always in development. We prioritize projects according to customer need... so if there's an integration you need that we don't have yet, let us know!



"I need to control employees' access to Zipline based on their clock status."

Solution:

Direct workforce management (WFM) integration



Zipline's clock-in/clock-out integration enables your hourly employees to clock in and out of their shifts, right from the Zipline interface. You can also disable hourly employees' access to Zipline content and features when they are off the clock using Zipline's Clock Content Control. Access to individual areas of Zipline can be controlled on a per-security-level basis.

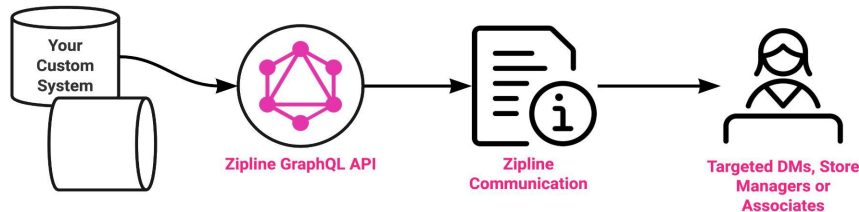
This functionality is currently live with our partners Ceridian Dayforce and Legion, and will soon be available with WFM providers UKG (Kronos), ADP and Workday.



"I need to add automated communications from inside our company's own custom application or middleware."

Solution:

GraphQL API



At Zipline, we use GraphQL as our API for flexibility, speed, and ease of use.

APIs can customize your communications platform experience in a myriad of ways. One of the most popular use cases for APIs at Zipline is adding automated communications from inside a company's own custom application (or middleware). These applications can trigger different behaviors within Zipline via APIs, whether that's a new message that's published to teams, or a notification that pops up within the Zipline interface.

Publishers save time copy/pasting, and frontline employees don't need to endure the hassle of checking multiple systems for updates. It's a win-win.

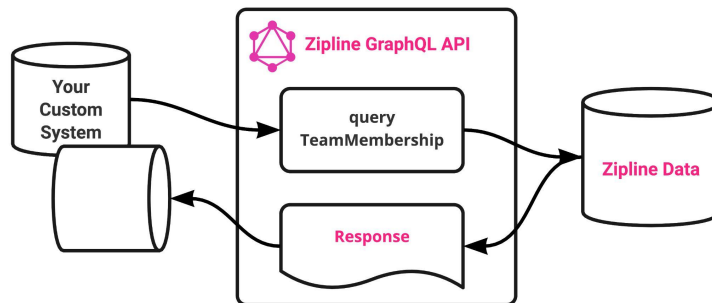
Our GraphQL API has endpoints ("mutations") to support creation of all the major artifacts (tasks, communications, surveys etc) within your Zipline instance, and we're always open to adding more if you have a need which it doesn't yet meet.



“I need to use information from inside Zipline to power one of my internal tools.”

Solution:

GraphQL API



In addition to providing write access, our same GraphQL API also allows you to read all of your data securely and directly from Zipline.

The potential uses are endless, but two interesting examples we've seen recently use the information in Zipline's store hierarchies. In the first case, to manage employee access to other parts of their infrastructure, and in the second, to automate maintenance of contact lists at a store/district level.

If you'd like to see our full documentation, or enable API access for your Zipline instance, reach out to your Sales Director or Account Manager today.



Summary

Connection Method	Level of difficulty	Major things that it unlocks	Setup Time	Implementation Time
Email into Zipline	Easy	Automated tasks and communications	1 day	1 week
SFTP	Easy	Resource Library updates, automated hierarchy updates	1 day	1 week
Direct 3rd party integrations	Intermediate	Seamless interaction with your other tools	1-2 weeks	2-8 weeks (dependent on vendor)
BigQuery	Expert	Data export to your 3rd-party BI	1-2 weeks	2-8 weeks
GraphQL API	Expert	Full access to all your Zipline data	1 day	<i>Dependent on your developers!</i>

