

Brand Authorization Request Management Now Live for Full Icecat Users



Many Open Icecat brands use Icecat’s reseller authorization module to manage their *authorized resellers*, at least for the e-commerce segment. [Recently the authorized reseller scheme](#) has been extended to the rich media data of Full Icecat-only brands. Today, Icecat added functionality to make it easy for our Full Icecat users to request a brand’s permission online. This helps Full Icecat users to keep track of brand permissions and become more visible for their brand suppliers and become part of a brand’s online channel strategy.

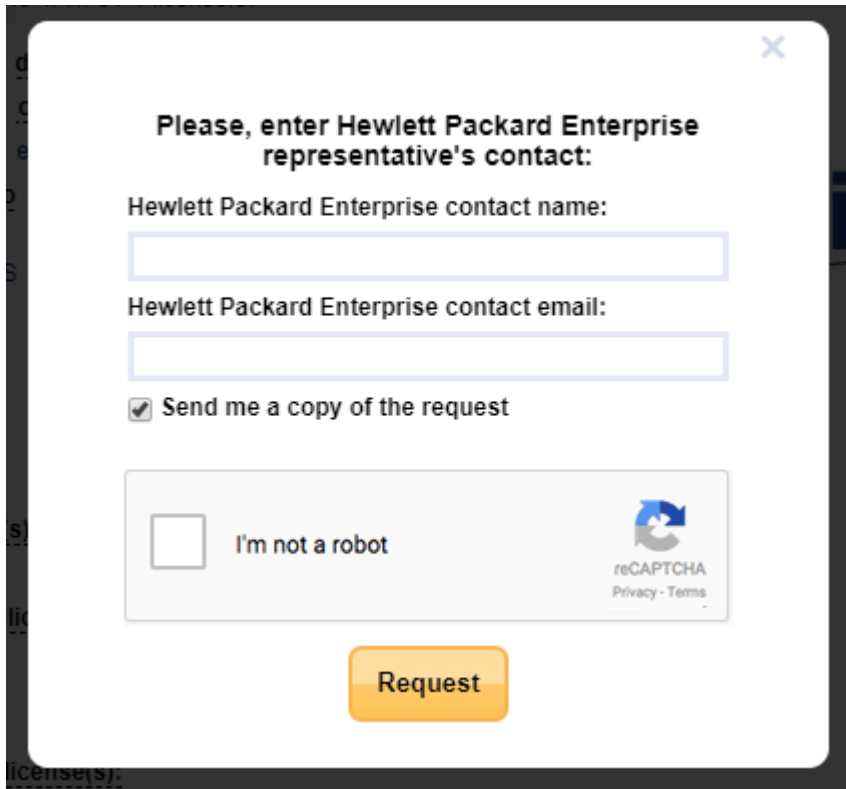
The screenshot shows the Icecat website interface. At the top left is the Icecat logo with the tagline 'the open catalog'. To the right is a search bar with a magnifying glass icon and the text 'Icecat search'. Below the search bar is a navigation breadcrumb: 'Start > Servers > Hewlett Packard Enterprise ProLiant ML30 Gen9 server Intel® Xeon® E3 v5 3.5 GHz 8 GB DDR4-SDRAM Tower (4U) 350 W'. On the right side of the breadcrumb are social media icons for Facebook, Twitter, and LinkedIn. The main product title is 'Hewlett Packard Enterprise ProLiant ML30 Gen9 server Intel® Xeon® E3 v5 3.5 GHz 8 GB DDR4-SDRAM Tower (4U) 350 W'. To the right of the title is an orange button labeled 'Edit this data-sheet'. Below the title is a thumbs-up icon with '(0)' and a link 'Search similar products'. The product details are listed in two columns: 'Brand: Hewlett Packard Enterprise', 'Product family: ProLiant', 'Product series: ML', 'Product name: ML30 Gen9', 'Data-sheet quality: created/standardized by Icecat', 'Product views: 21594', and 'Info modified on: 20 Jan 2020 18:30:44'. To the right of these details is a large 'full icecat' logo with the text 'Signup for Full Icecat to access all product specs' and a blue button labeled 'Request Permission'. Below the product details is a link for 'Product Brochure/Datasheet (0,8 MB)'. At the bottom left, there is a 'Warranty: 3 years' section and a 'Long product name' section with a detailed description of the server specifications.

Automated Approval Process

The release of today includes a simple button, called “Request Approval”, on every Full Icecat data-sheet on the Icecat website, and a process behind this button to obtain and manage the reseller permission from individual Brands for using its rich media content. Whenever a Full Icecat user would like to become the permitted partner of a Full Icecat brand with some hidden images and other rich media, it is now easy to request the

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permission by clicking on the “Request approval” button at any product page of the Brand.

A screenshot of a web form titled "Please, enter Hewlett Packard Enterprise representative's contact:". The form contains two text input fields: "Hewlett Packard Enterprise contact name:" and "Hewlett Packard Enterprise contact email:". Below these fields is a checked checkbox labeled "Send me a copy of the request". At the bottom of the form is a reCAPTCHA widget with the text "I'm not a robot" and a "Request" button.

Once the Request window appears, a Full Icecat user is asked to indicate the name and the email of the contact person at the Brand from whom to get permission. After submitting the form, the magic is done.

The rest of the work will be carried out automatically by the Icecat platform. The Brand representative will receive an email via Icecat with the reseller request and options to approve or deny the request.



When approved, the user will see that as one will be able to view the Full Icecat's images and other rich media materials like what one is used to for sponsoring Open Icecat brands.

Becoming an Authorized Reseller

If the brand contact is known to Icecat, the permissions will be processed in a fully automated fashion. If the brand is new to Icecat, the brand contact will be asked to register first, and next the person will be verified by our account team before his permission will be processed. Getting more permissions from more brand contacts will help a reseller to confirm its status as an appreciated or authorized reseller of a given brand.

Our account managers will double-check that the request has been processed properly and will get in contact with the reseller or brand in case of hick-ups.



Read further: [Manuals](#), [News](#), [authorized reseller](#), [brand permission](#), [rich media](#)

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