



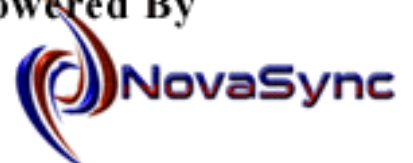
BMCDataDirect



User Manual

BMCDataDirect is

Powered By



Index

(Click On Topic To View Page)

System Requirements	3
Getting to the <i>BMCDataDirect</i>[™] Website	4
➤ Desktop Icon Method (shortcut).....	4
➤ Web Browser Method.....	4
➤ Via Beverage Marketing Corp. Website.....	5
Logging in to the <i>BMCDataDirect</i> System	5
Downloading Required Software.....	6
Selecting from your list of reports	6
Viewing or Downloading your report	7
➤ Access report on-screen (DO NOT DOWNLOAD to my computer).....	7
➤ Auto-install the report on my computer (For PC users only)	8
➤ Download report in Zip format (For MAC Users).....	8
Navigation	8
➤ Logout.....	8
➤ Back	8
Working with your Electronic Market Report	9
➤ Links	9
➤ Bookmarks	9
➤ Key Word Searches.....	10
Logging out of the <i>BMCDataDirect</i> Website.....	12
Need Help?	12

Overview

BMCDirect™ offers authorized users unlimited desktop access to pre-selected Beverage Marketing Reports from anywhere via the Internet. You may have access to all Beverage Marketing Reports, or to a select group of relevant titles from the 30+ Reports in the annual Market Report Series, as determined by your company. When you log in to the system, you will automatically be alerted as to which titles you are authorized to access. You can use the Reports on-line or download them to your hard drive for off-line use at a later time. For your convenience, two versions of each report are provided – one in Adobe Acrobat (.pdf) format and one in Microsoft Word. The most important thing to remember about the system is that it is designed to be easy to use. If you're a new user, remember this: There is nothing you can do that will destroy the system (we hope!). So if you're not sure what to do, just click around a bit and you may discover some features we haven't covered here.

System Requirements

If you don't have the required software listed below, you can download it via the Download Software buttons located on the left side of your personal "Welcome To BMCDirect™" screen.

Required Software:

➤ **Microsoft Internet Explorer 5.5 or Netscape 6.01**

BMCDirect™ is designed to run with only the newest releases of Microsoft Internet Explorer (5.5) and Netscape (6.01)*. It is highly recommended that you install the latest version of either browser to ensure full functionality of the system.

To download the necessary software, go to the download section on the left side of your personal Welcome to ***BMCDirect™*** screen and click on the browser you need.

*While you may be able to access the system via other browsers, and download reports using systems such as Real Download™, you may find that certain features of *BMCDirect™* will not be available to you, or that the system will not operate as intended.

➤ **Adobe Reader Software + advanced search plug-ins (advanced search plug-ins are required to use the advanced search capabilities of *BMCDirect™*)**

*Adobe Reader + Search can be obtained free of charge via ***BMCDirect™*** (www.bmcdirect.com See the Download section on the left side of your personal Welcome page to download software). Just double click on the Acrobat*

button and follow instructions. Just be sure to remember where you store the file on your hard drive so you can complete the installation of the program!

➤ **WinZip (MAC users only. Auto-install method for PC users contains WinZip)**

See your network administrator or download via WinZip website (see link on *BMCDirect*TM Welcome page [left side]) or go to www.winzip.com

Optional Software – (not included)

➤ **Microsoft Word**

For your convenience, a Microsoft Word version of each Beverage Marketing Report is included to allow you to cut and paste data without losing formatting. If you do not have Microsoft Word software and wish to access this version of the report, see your System Administrator.

➤ **Windows Explorer – (not included)**

Windows Explorer is useful for storing and organizing your Report files if you choose to download them.

Getting to the *BMCDirect*TM Website

You can access the system via three methods:

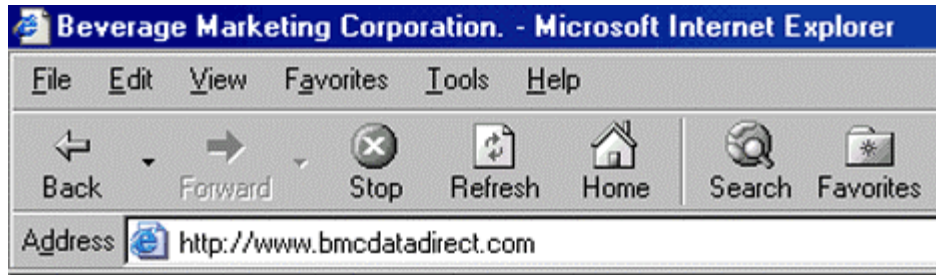
➤ **Desktop Icon Method (shortcut)**

When you are given an account with *BMCDirect*TM you'll be provided with an icon that you will download to your computer's desktop. This icon is actually a shortcut that can save you time by automatically opening your internet browser and taking you directly to the *BMCDirect* log on page. To download this timesaving shortcut, see the "For New Users" button located on the *BMCDirect* Log In Screen.

To ensure the reliability of the *BMCDirect* system, Beverage Marketing has set up a back-up site www.bmcdirectbackup.com *You should download the back-up icon as well so that it will be available to you at the click of a button in the event that the system is ever temporarily down.*

➤ **Web Browser Method**

You can also launch your web browser and type in the *BMCDirect*TM URL, <http://www.bmcdirect.com>, in the browser's address bar. The back-up site would be accessed by typing www.bmcdirectbackup.com in the address bar.

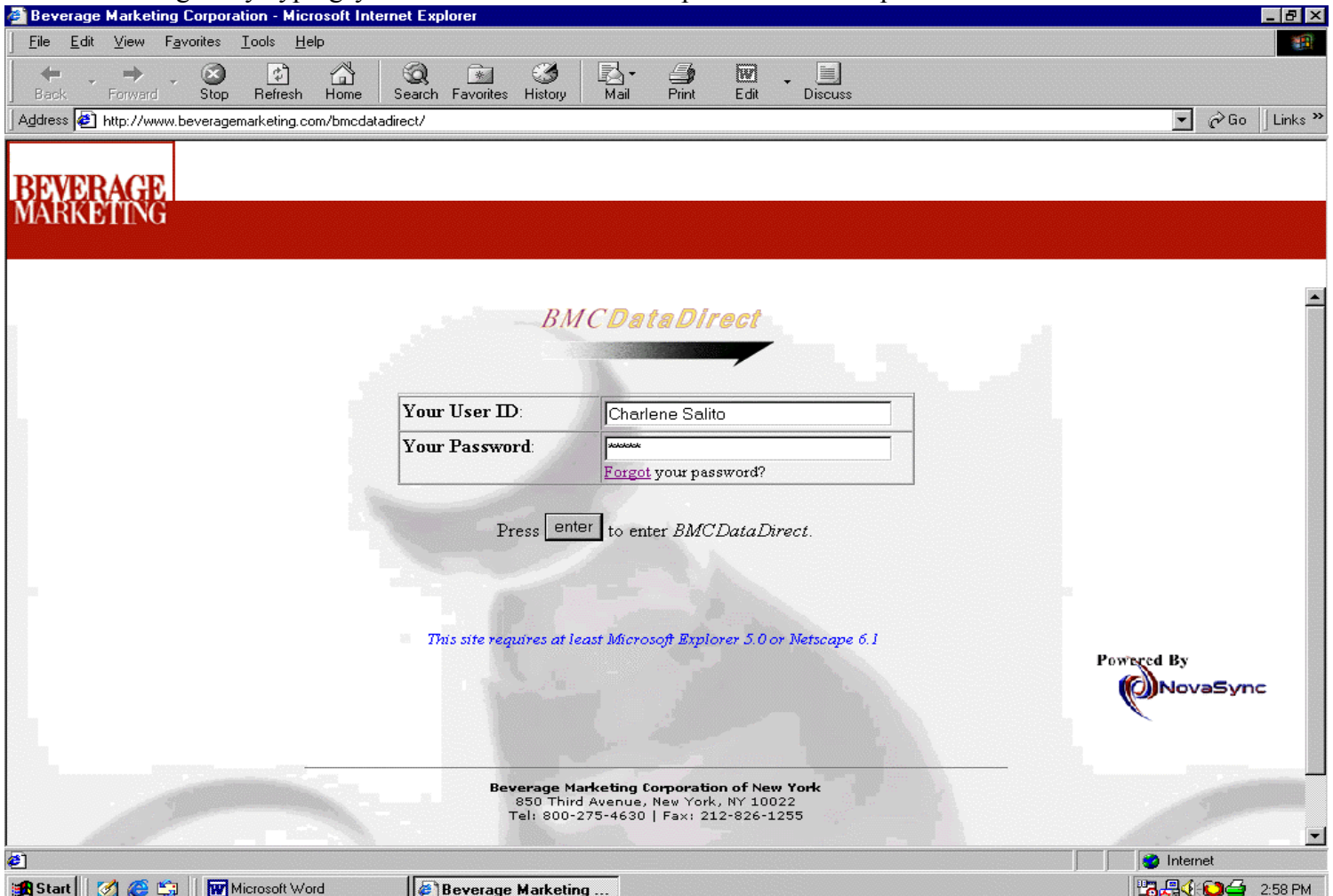


➤ Via Beverage Marketing Corp. Website

You can also access BMCDatadirect™ by going to Beverage Marketing's home page at www.beveragemarketing.com and double clicking on the BMCDatadirect™ logo on the home page. While at the BMC website, you might want to check out the latest news or take a look at the features of some of the Report titles that you haven't yet added to your BMCDatadirect™ menu of authorized reports.

Logging in to the *BMCDatadirect* System

Logon by typing your correct username and password in the provided fields and then



pressing the “enter” button. If you leave your user name or password blank, or mistype your username or password, a message box will ask you to try again. After the first time you access the site, your web browser will remember your username and password for you for a period of 30 days from your last visit. You should keep a record of your user name and password in a secure location. However, if you forget your password, click on the “Forgot” link located above the “Enter” button to e-mail a request for your password. Your response will be processed Monday – Friday 9 a.m. to 5 p.m. EST.

Downloading Required Software

If you need any of the following software, you can download it free via *BMCDirect*[™]. Just click on the appropriate **Download Software** button located on the left side of your personal **Welcome** page.

Required Software

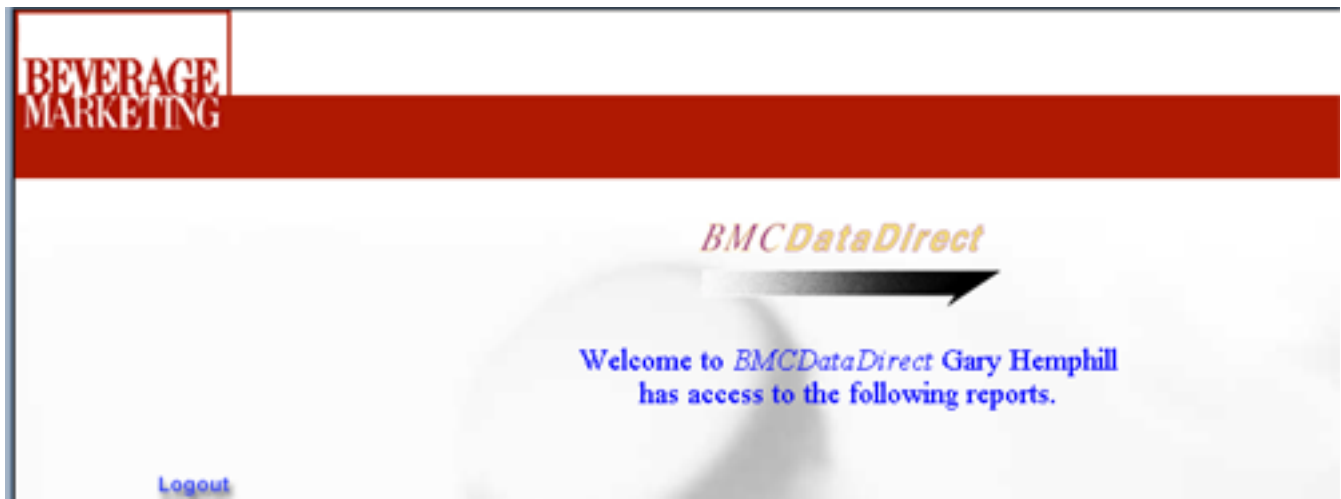
- **Acrobat Reader + Search**
- **Netscape 6.01**
- **Internet Explorer 5.5**
- **WinZip – (MAC users will need to download this)**

Optional Software – (not included)

- **Microsoft Word** - For your convenience, a Microsoft Word version of the Report is included to allow you to cut and paste data without losing formatting. If you do not have Microsoft Word software and wish to access this version of the report, see your Systems Administrator.
- **Windows Explorer**- While not required, Windows Explorer makes it easy to organize the Beverage Marketing Reports you opt to download to your hard drive.

Selecting from your list of reports

Once logged in you’ll see a Welcome greeting and your name or company description near the top of the page along with a list of reports you have access to. Once you’ve selected the report you wish to download, simply click on the link provided.



Viewing or Downloading your report

Once you've selected the report you want to view, you'll be provided with three separate links to access it. Click the link that best suits your computer system or viewing needs. If you choose to download the report to your computer, it is recommended that you create a special folder to hold your Beverage Marketing Reports. **BMCDatDirect™** specific instructions are provided below, but if you need additional help downloading a file, refer to the help section on your browser.



The screenshot shows the BMCDatDirect website interface. At the top left, there is a red banner with the text "BEVERAGE MARKETING". Below this, the "BMCDatDirect" logo is displayed in a stylized font. On the left side, there are two blue links: "Logout" and "Back". The main content area features the title "E-Business in the New Beverage Marketplace, 2000" and a section titled "I want to:" with three bullet points: "View the report on-screen but not download to my computer", "Auto-install the report on my computer - For PC users only", and "Download Zip File". Below this, there is a section titled "What format should I download?" with two options: "View the report on-screen but not download to my computer" and "Auto-install the report on my computer - For PC users only". The "Auto-install" option includes a small Adobe Acrobat Reader logo and a note about installing the report to the computer for off-line use.

Viewing Tip: *Downloading time can vary substantially at each session depending on your modem or line speed as well as the amount of traffic currently using your Internet provider. On-screen viewing is typically faster than downloading. However, if you frequently encounter line speed delays, you may want to download your reports and work off-line. Downloading for off-line use allows you to wait once – and then bypass the Internet in the future.*

Your viewing choices:

- **Access report on-screen (DO NOT DOWNLOAD to my computer)**
This is for PC or Mac Users who want to work on-line. It will allow you to view the Report in a separate window in your browser in Acrobat or Word formats and conduct simple searches. It is recommended that you **DO NOT SAVE THIS**

VERSION TO YOUR HARD DRIVE to use later as you will not be able to access many of the most important features of the system. If you don't have Adobe Acrobat Reader, click on the **Download Reader** Button before proceeding.

➤ **Auto-install the report on my computer (For PC users only)**

This is the recommended method of off-line viewing for PC users. It allows you to download a particular report to your computer and work off-line at any time without re-entering the *BMCDatDirect*[™] system or accessing the Internet. This method allows you to conduct advanced searches and move from the Adobe to Word version of the report with a single click.

Follow the downloading instructions. When finished, simply click on the BM icon and the Acrobat and Word versions of the report will be installed to your hard drive and the Report will automatically open in your browser (just be sure to remember what directory you put the report in so you can access it later via Windows Explorer!). ****Procedures may vary if you are not using the recommended browsers****

During future research sessions, you can simply access the Report via Windows Explorer, without logging onto the Internet.

➤ **Download report in Zip format (For MAC Users)**

Download to your computer and work off-line without returning to the Internet or *BMCDatDirect*[™] system (just be sure to note which hard-drive directory you are placing your report in so you can find it later!) This method allows you to conduct advanced (Boolean) searches or move from Adobe to word version with a single click. WinZip is required to open these files. Contact your network administrator if you don't have Winzip on your system, or click on the Download WinZip icon on your "Welcome To *BMCDatDirect*[™]" screen.

Navigation

➤ **Logout**

Throughout your session on the *BMCDatDirect* site you will be able to logout by clicking the logout button to the left of the page, this will log your session out and send you back to the logon page.

➤ **Back**

Throughout your session on the *BMCDatDirect* site you will be able to return to the previously viewed web page by clicking the back button located directly under the logout button.

Working with your Electronic Market Report

Your Beverage Marketing Report has been enhanced using Adobe Acrobat to enable you to navigate quickly and easily through these comprehensive Reports. Below are some key features:

➤ Links

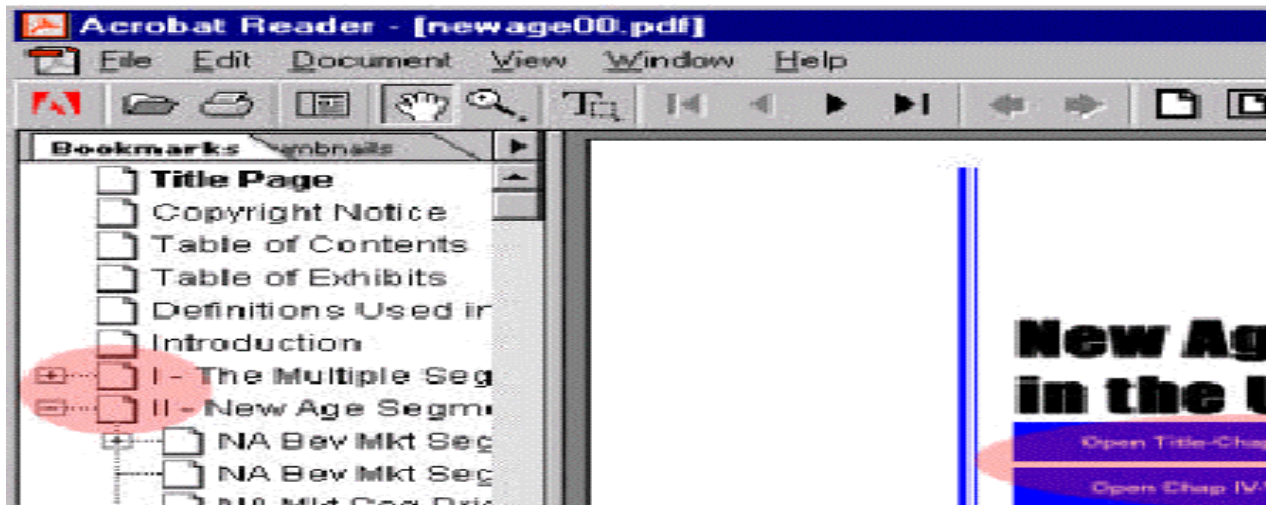
All chapter headings, topics and subtopics as well as numerical exhibits within the the table of contents and exhibit of the report have been linked to the corresponding page within the Report. Moreover, whenever an exhibit is referenced within the text of the report, a link has been added to allow you to jump to the relevant exhibit with a single click.

➤ Bookmarks

Your report has been set to default to “bookmark mode” (table of contents on the left side of the screen, Report text on the right) **Bookmarks enable you to quickly jump from place to place within the report by just clicking on the section title or bookmark.**

If the Bookmark has a plus sign beside it [see red circle at left of diagram], this means it contains other bookmarks within it much in the same way your computer keeps files in folders and sub-folders. **Just click on the "+" to see what it contains.** You'll notice that the plus sign will change to a minus, and all the bookmarks it contained will be displayed.

When you click on a bookmark, the corresponding page will automatically appear on the right side of the screen.



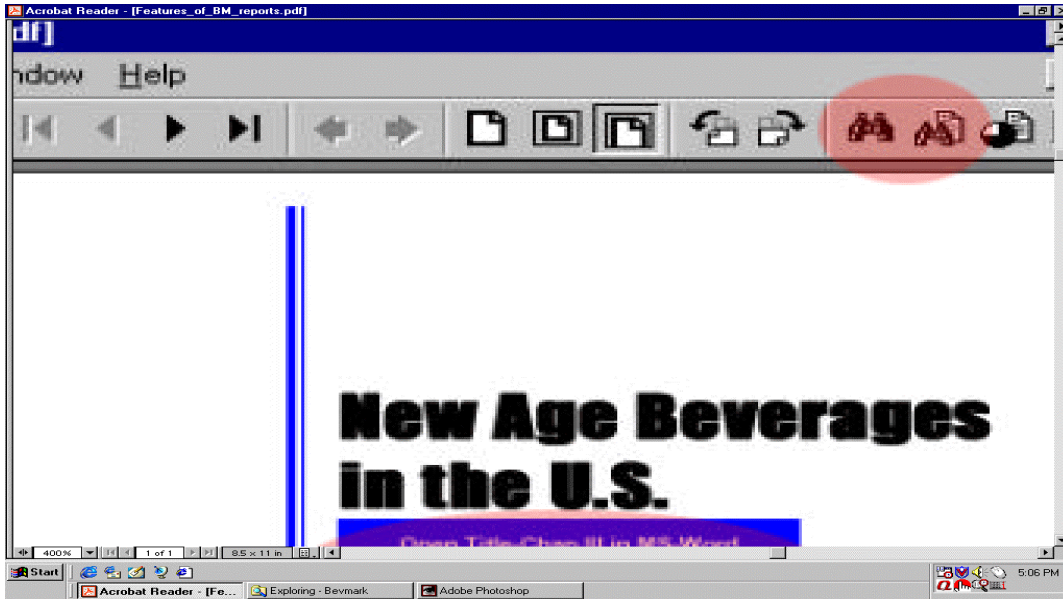
➤ **Key Word Searches**

If you are viewing while on line, you can do a simple search for a specific word. However, if you need a more powerful search tool, each downloadable version of the report has an advanced (Boolean) search feature that allows you to search the entire report to find the information you are looking for. You can:

- Search for one or more key words (at the same time)
- Find specific phrases or Company names
- Find words with meanings similar to the term you specify
- Find words with the same “root” word as your word (bottle, bottles, bottling)

Here’s how it works:

- Just click on the Binoculars with the sheet of paper behind it [see diagram below] to conduct a powerful search of the entire report for any term(s) you request.
- After clicking on the binoculars w/paper, simply type one or more key words into the dialog box, separated by AND or OR in capital letters to separate the search terms (plastic OR glass). You can even search for words that are similar in meaning to your search term!
- Click the check box for the appropriate criteria (exact word, use thesaurus, etc.) for your search.
- Start the search to highlight every instance of your keyword throughout the document.



- To quickly move from instance to instance of your search term, use the back and forward "Arrow with Paper" buttons found to the right of the Search button. [See Diagram Below]



Search Tip: If you do not have the Search buttons on your menu bar (the binocular with paper behind it and the arrow with paper next to it), you may not have the required advanced search plug-ins. You can download everything you need by going to your *BMCDirect* Welcome Screen. (www.bmcdirect.com and log in.) Just click on the Download Acrobat button on the left side of the page to download Adobe Reader complete with the necessary search plug-ins.

- **Cutting and Pasting Data For Presentations** (without losing the formatting!!)
 To allow you to cut and paste data into your presentations, *BMCDirect* provides you with *two* versions of each Report. One in Adobe, and one in **Microsoft Word**. **It is much easier to cut and paste data into other programs (such as Excel and PowerPoint) if you use the Word version.** To access the Word Document, simply click on the large blue boxes on the title page of the Adobe version [see red oblong circle on diagram] and, if you have MS-Word installed on your computer the file will automatically open.



Logging out of the *BMCDataDirect* Website

Once you have finished your session, you should always log out of the system by selecting the “logout” button or by clicking on the Beverage Marketing logo at the upper left hand corner of the screen, which will take you back to Beverage Marketing’s home page. **Always log out before leaving the *BMCDataDirect* system or closing your web browser.**

Need Help?

If you have questions that are not answered by this User Manual, please contact Beverage Marketing Corp. via e-mail bmcdatadirecthelp@beveragemarketing.com

or call Charlene Salito at: 212-688-7640, ext. 223. Your questions will be answered between the hours of 9 a.m. and 5:00 p.m. EST.