



Intel® Retail Client Manager

Registration Guide

December 2014



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Contents

1	Intel® Retail Client Manager Product Registration	8
1.1	Product Registration, and Software and Documentation Downloads.....	8
1.1.1	Product Registration	8
1.1.2	Create your IRC user account.....	9
1.1.3	Registration Process Notifications.....	10
1.2	Intel® Premier Support (IPS)	11
1.3	Intel® RCM Software Installation and Configuration	11
2	Intel® Retail Client Manager Portal.....	12
3	Intel® Retail Client Manager Domain Login	13
4	End User Training	14
4.1	Intel® RCM Product Web Site	14
5	Integrator Support Agent Training	15
5.1	End-to-end Intel® RCM Support Process Flow	15



Figures

Figure 1 - Intel® RCM Register and Download Message	8
Figure 3 – IRC Download Interface	10
Figure 4 – Intel® Premier Support Account Registration	10
Figure 5 - Intel® Premier Support Login	11
Figure 6 - Intel® RCM Product Web Site	14
Figure 7 - Intel® RCM Support Process Flow	15



Abstract

This document provides Intel® Retail Client Manager (Intel® RCM) integrators the basic essentials to get started with the Intel Retail Client Manager software. Included in this document are the steps to obtain a support account, the recommended training, and additional references to get familiarized with Intel RCM.



Revision History

Revision	Description	Date
-001	Initial draft	April 2, 2014
-002	Updated IRC page	May 15, 2014
-003	Updated license term for trials, updated End User Training section, corrected missing URL to the Quick Start Guide.	July 2, 2014
-004	Updated Intel RCM Product Web Site screen shot to show new "Self-guided support and training" listing.	August 29, 2014
-005	Updated for Intel RCM Portal. This document is now specific to production license purchases.	December 2014



References

Reference	Description
Intel® Software Development Products Registration Center	Register for software downloads and support account.
Intel® Premier Support	Submit product support requests to Intel and track requests at this portal.
Intel® Retail Client Manager Web site	Intel® RCM Product information and location of self-guided training.
Intel® Retail Client Manager FAQs	Frequently asked questions and answers.
Intel® Retail Client Manager Training Syllabus	Recommended learning path and links to self-guided training material.
Intel® Retail Client Manager Quick Start Guide	Instruction on software installation and configuration, logging in to Campaign Manager, and publishing your first campaign.
Intel® Retail Client Manager Portal User Guide (available at the Intel Software Development Products Registration Center download area)	Instruction on using the Intel RCM Portal to manage Intel RCM domains and license allocations.

§



1 Intel® Retail Client Manager Product Registration

1.1 Product Registration, and Software and Documentation Downloads

1.1.1 Product Registration

Register your Intel® Retail Client Manager (Intel® RCM) **Serial Number** [] at the *Intel Software Development Products Registration Center (IRC)*, by clicking on the "REGISTER AND DOWNLOAD" button in the "*Intel® Retail Client Manager Serial Number Registration*" email from Intel, depicted in Figure 1 below.

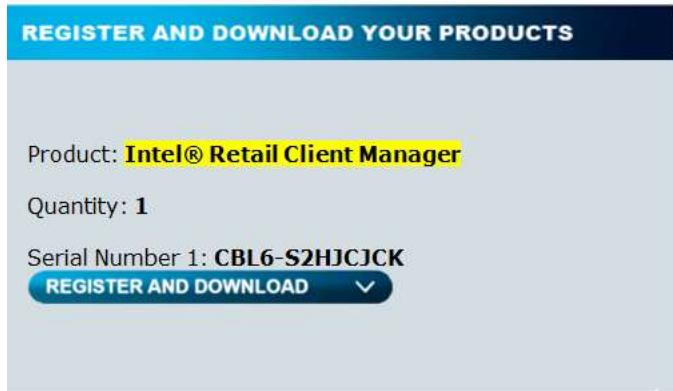


Figure 1 - Intel® RCM Register and Download Message

Clicking on the "REGISTER and DOWNLOAD" button will take you to the IRC page, as shown in Figure 2 below.

If this is your first time registering, you will be prompted to create an IRC user account. Refer to section "Create Your IRC User Account" in this document.

After you create your IRC user account, you will register the Intel RCM serial number at the product registration page.

Refer to the serial number(s) sent to you in the order confirmation email from Intel: subject "*Intel RCM Serial Number Registration*." Make sure to register all serial numbers provided in the email.

Additionally, after your IRC account is established, refer to section "Intel® Retail Client Manager Portal" in this document to create Intel RCM domains and assign Intel RCM Player licenses to the domains.



Register a Product

Register your product or renewal using a valid email and your serial number. Registering provides you access to download updates and full upgrades, as well as access to technical support.

Indicates a required field

Email:

Serial Number: [Where can I find my serial number?](#)

Yes, I would like to be contacted to learn about additional Intel® software products and training.

[Register Product](#)

Intel takes your privacy seriously. Refer to Intel's Privacy Notice and Serial Number Validation Notice regarding the collection and handling of your personal information, the Intel product's serial number and other information.

Newsroom [Chip Shot: Intel's Dr. David Perlmutter Named a 'Hero of the Fortune 500'](#) [Twitter](#) [Facebook](#) USA (English) ▾

Figure 2 - Intel® Software Development Products Registration Center (IRC)

1.1.2 Create your IRC user account

During registration, you will be prompted to create a user account. The login credentials you create will enable you to access the latest Intel RCM software updates and other relevant documents available for download. At the end of registration, you will be automatically redirected to the *Downloads* page. You can download the Intel RCM software at this time. If you opt to do so at a later time, you can return to the *Downloads* page by clicking on the link below "Download Latest Update" from your home screen (after logging in).

Be sure to check your "Production Subscription Information" for current download updates.

This one-time activation will also provide you an account to submit support issues via the Intel® Premier Support (IPS) portal. This support account will remain active for the duration of your Intel RCM subscription(s). Refer to section "*Intel® Premier Support*" in this document for more details, including logging in and submitting Intel RCM support requests.

No changes to this account are required if you decide to add or renew licenses.



My Intel® Products

Product Subscription Information	Download Latest Update	Release Posted
Intel® Retail Client Manager	Version 1.2 (v1.2)	04 Feb 2014

Show Expired Registrations

Export to CSV **Search for older versions**

Figure 3 – IRC Download Interface

1.1.3

Registration Process Notifications

Check for notifications in your email account. You should receive 3 separate email messages:

1. A Thank You message from the Intel Software Development Products Registration Center.
2. Another message from the Intel Software Development Products Registration Center with your login information.
3. An **Intel Premier Support** account registration email indicating your support account is being created.

Note: *If you do not automatically receive a follow-on confirmation email indicating your support account has been successfully processed, go back into the Intel Premier Support account registration email message, and click on the link pictured below. This will auto activate your support account, at which time you will receive a confirmation email with information on how to submit issues via the Intel Premier Support web portal.*

Your Intel® Premier Support account registration

Intel Software Development Products (A002) <intel.registration.centre> to me Mar 10 (7 days ago)

(If the characters do not show properly, please try viewing this email with UTF-8 encoding.)

We appreciate your Intel product registration. There is a delay for the final configuration of your support account. Please wait approximately 1 hour and click [here](#) to complete the configuration.

If you need more help please contact our [technical support team](#).

Please do not reply to this email. This account is not monitored.

* Other brands and names may be claimed as the property of others.

Figure 4 – Intel® Premier Support Account Registration

Note: *Allow some time to receive these messages. There may be a slight delay during support account creation.*



1.2

Intel® Premier Support (IPS)

The IPS portal is the central repository where customers can submit questions and other technical support issues. Ensure your support account is working correctly by logging in to IPS. When prompted for a login and password, use the same login and password credentials you created in section 1.1.2.

Login at: <https://premier.intel.com>.

Figure 5 - Intel® Premier Support Login

Additional information on how to use and submit issues via IPS can be found at:

<http://software.intel.com/en-us/articles/performance-tools-for-software-developers-intel-premier-support>.

For all support requests, please use the Intel® Premier Support portal.

For after-hours support you may contact us at: 1-800-404-2284

Access codes for calls made from outside North America:

<http://www.att.com/media/att/2012/support/pdf/USADirectTravel-CompleteGuide.pdf>.

Once you have setup your IPS account and downloaded the Intel RCM software, continue with the next steps.

1.3

Intel® RCM Software Installation and Configuration

Review the information in the "End User Training" section of this document to get started with Intel RCM, including downloading and installing the software. The training will also help you to get familiar with Intel RCM features, capabilities, functionality, and terms.



2

Intel® Retail Client Manager Portal

The Intel® Retail Client Manager Portal is used to create Intel RCM domains and assign allocated Intel RCM Player licenses to the domains. Once your Intel IRC account is established, you are enabled to access the Intel RCM portal, by clicking on "Intel® Retail Client Manager Portal" link within the IRC page as shown in Figure X below. Refer to the "Intel® Retail Client Manager Portal User Guide," which is located at the downloads page.

Figure X



3 Intel® Retail Client Manager Domain Login

For Intel RCM license purchases, refer to section “*Intel® Retail Client Manager Portal*” in this document to create Intel RCM domains and allocate the licenses to the domains.

Note: Do not attempt to log into Intel RCM Campaign Manager using the new domain name until you receive a confirmation email from Intel stating that the request has been processed.

Once the domain is available, use the credentials to log into the Intel RCM Campaign Manager, as shown in Table 1 below. For detailed login instructions, refer to the *Intel® Retail Client Manager Quick Start Guide*:

<http://www.intel.com/content/www/us/en/retail/quick-start-guide.html>

Login Field	Credential	Comments
Server name:	campaign.rcmhost.com	
User name:	<domainname>\domainadmin	This is the domain name you added in the Intel RCM Portal. Example: If the domain name you added for “Test_Company” was “domain_2” then the entire “User name” should be entered as: Test_Company@domain_2\domainadmin
Password:	Intel123!	This is the default password. It is recommended that you change this password after you login to Campaign Manager.

Table 1 - Campaign Manager Login Credentials

The term for production licenses is 12 months and will commence when a player on the domain activates the license by connecting to the Intel RCM server.



4 End User Training

The information in this section is helpful to all domain administrators, and is the recommended training for all end customers.

Take a moment to review the available self-guided training collateral referenced in the *Intel® Retail Client Manager Training Syllabus*:

<http://www.intel.com/content/www/us/en/retail/training-syllabus.html>

To get started with Intel RCM (installing and configuring software, logging in to Campaign Manager with your domain administrator credentials, and publishing your first campaign), follow the guided steps in the first course of the training syllabus, the *Intel® Retail Client Manager Quick Start Guide*:

<http://www.intel.com/content/www/us/en/retail/quick-start-guide.html>

Upon successful completion of all training syllabus course material, you should be capable to perform Domain Administration functions, and publish simple and advanced campaigns. For further details related to using Intel RCM, please reference the comprehensive "Help," which is available within Campaign Manager.

4.1

Intel® RCM Product Web Site

Refer to the *Intel RCM product Web site* for additional product information, and the home of the "Intel® RCM Self-guided support and training" collateral:

Intel® Retail Client Manager (Intel® RCM) Software
Real-time management of content across digital consumer touchpoints

Manage your digital content for point-of-sale, digital signage, kiosk, and intelligent vending. Creating more valuable consumer experiences—and retail sales opportunities.

In today's ultra-competitive retail landscape, delivering valuable customer experiences is everything. And when making the kind of relevant customer connections that drive action on the sales floor, timing is everything. That's why digital signage has evolved into such a powerful consumer touchpoint. From digital posters and interactive kiosks, to intelligent vending machines and point-of-sale devices, retailers can deliver more targeted, engaging brand experiences, and capture critical sales opportunities when and where they matter most. And with the retail marketplace being driven more and more by technology, Intel®-based solutions provide the flexibility, manageability, and security needed to engage customers at every touchpoint.

Reach the right audience with the right message at the right time.

Intel® Retail Client Manager (Intel® RCM) is the intelligent software solution that enables you to deliver digital content to every screen with greater impact, when and where it matters most. Reach your ideal audience segments with the right message at the right time. Improve the effectiveness of ad campaigns through audience analytics. Remotely manage your marketing campaigns in near real-time. And launch customized content on the fly, to quickly and easily deliver a richer brand experience.

Product Information

- Learn more
- [Intel® RCM animation](#)
- [Intel® RCM demo](#)
- [Product brief](#)
- [Webinar](#)

Intel® RCM providers

- [Intel® RCM-based reseller partners](#)
- [Intel® Solutions](#)
- [Services](#)

Intel® RCM license

- [Distribution](#)
- [Intel® Authorized Distributors](#)

Intel® RCM Self-guided support and training

- [Quick Start Guide](#)
- [Help Guide](#)
- [Training Syllabus](#)
- [Getting Started](#)
- [Campaign Maker I](#)
- [Campaign Maker II](#)
- [Advanced Topics](#)

Figure 6 - Intel® RCM Product Web Site



5 Integrator Support Agent Training

Intel RCM integrator support agents should complete the "End User Training" along with adequate hands-on use of Intel RCM to become proficient in resolving end customer support requests. Upon successful completion of the course material in the training syllabus, the Intel RCM integrator support agent should be able to answer the following types of L1/L2 support requests:

- Installation, configuration, domain administration, user interface, Campaign Manager and Intel RCM Player related issues.
- Basic platform checks (power, network connection etc...).
- Questions where those topics are covered in the *Intel® Retail Client Manager Training Syllabus*, and Intel RCM FAQs.

5.1 End-to-end Intel® RCM Support Process Flow

A high level description of the overall Intel RCM process flow is shown below.

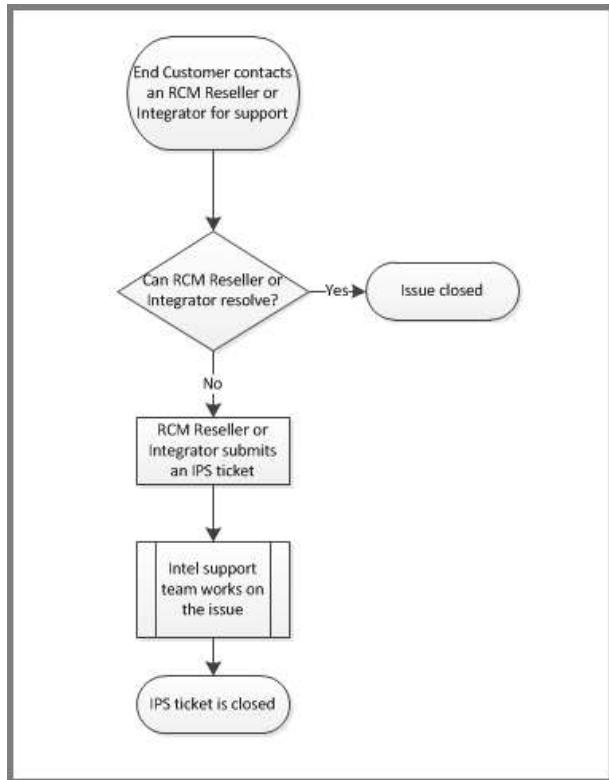


Figure 7 - Intel® RCM Support Process Flow