

Configuring Architectural Products

THE CUSTOMCOMMERCE SOLUTION

TechniCon's CustomCommerce allows you to quickly and easily sell complex, highly-configurable products over the Web.

Our systems guide users to product solutions, offer rules-based product configuration, and deliver on-demand documentation.

Combining advanced product specification software with award-winning product visualization tools, TechniCon offers unique solutions for architectural product manufacturers and their customers.

VISUALLY-CENTRIC PRODUCTS

Architectural products are by their very nature highly visual. Products are selected for both their appearance and function.

To be successful, manufacturers must offer products that are highly configurable in terms of size, color and material.

Our systems allow your customers to not only find the right products, but to also see how those products will appear once installed.

When customers can make fast and educated decisions, sales cycles decrease, the cost-per-sale is reduced and return-on-investment rises across the entire organization.

SEEING THE "LIGHT"

TechniCon developed the "Envision" system for Holophane, a leader in lighting solutions for more than a century, that allows users to configure, assemble and visualize architectural street lamps.



Users can select posts, crossarms and luminaires in any order. After each component is configured, it is added to the street lamp.

The configurator ensures the proper assembly of components. Wind safety is calculated for the street lamp's intended location.

An interactive 3D image of the assembly is displayed and updated whenever a component is added. Different combinations of components and post heights can be quickly evaluated.

Street lamp images can be overlaid on stock or uploaded photographic backgrounds so users can see how the lamp will look in its proposed location.

To document the design, a custom cut sheet can be generated, incorporating color renderings, detailed specifications and orientation diagrams.

When customers can see the exact product that will be manufactured for them, change orders and returns can be eliminated.

SEEING THE "SIGNS"

Signs are another product whose effectiveness is determined both by how it visually articulates a message and how it performs in a specific location.

For example, does the sign need to convey a warning? Will the sign be used outside? How will it be mounted? Does it need to be reflective?

Using a system developed by TechniCon for Emedco, a leader in innovative safety and security solutions, users are stepped through the selection process to create custom signs.

Standard and "up-sell" options are presented using graphics and descriptions that lead users to the best choice for their particular application.

Custom wording, logos, fonts and colors are entered in an online visual editor that allows users to preview the sign as it's configured.

Stock and user-uploaded images can be added to the sign. Text and images can be dragged for size and position. When finished, images of the sign can be printed and sent with the order to manufacturing.

When customers aren't sure about a product, they look elsewhere. When customers know they're getting the right product, they place the order. ■

KEY FEATURES AND BENEFITS

■ Legacy-to-Web Tools

Using our proprietary tools, you can extract existing information such as product descriptions, feature sets and CAD data, and publish it to the Web.

Data is re-purposed automatically, transforming design data into marketing data. You never need to re-enter your legacy data.

■ Online Catalog

CustomCommerce replaces your cumbersome paper catalogs. On the road or in the office, your salespeople and customers can quickly and easily access your product offerings from the Web.

CustomCommerce catalogs are quickly built, easily maintained, support multiple price lists, and allow a complex set of options and accessories to be associated with each catalog item.

■ Product Selection and Configuration

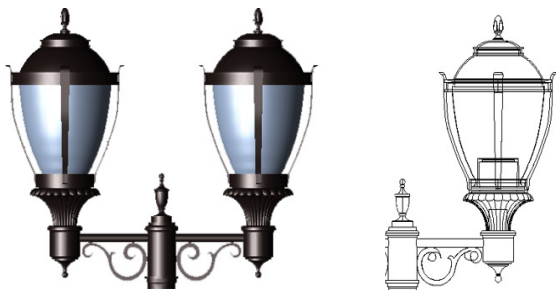
Our product selection tools, such as parametric and keyword search, allow your customers to quickly locate the right product.

Customers can "visually configure" products by interactively selecting and displaying different finishes, colors, sizes and other options. Rules-based configurators eliminate option conflicts.

■ Three-D Interactive Images

Interactive 3D visualization is the most effective way to present highly configurable products to customers over the Web.

Customers can rotate, tilt and magnify product images to closely examine a product from all angles. Interactive images eliminate misinterpretations that are often inherent in static diagrams.



■ Collaborative Tools

Sites that make it easy for people to work together earn users' loyalty. CustomCommerce's Favorites function allows customers to store and organize configured products and images in online folders.

Access to folders can be shared, allowing users in dispersed locations to review, modify and approve products over the Web.

■ Reduced Cost-Per-Sale

Your customers can view every product and variation you offer on the Web, allowing them to make educated decisions without the need for expensive repetitive sales calls and back-and-forth design cycles.

■ Faster Sales Cycle

In the past, product selection could take an entire business day. CustomCommerce lets your customers choose the right products within minutes, and enhances your sales staff's ability to make timely and accurate quotes.

■ Increased Customer Loyalty

CustomCommerce has a simple yet powerful formula: allow customers to choose products easily, quickly and accurately, and they'll come back again and again.

■ A Single Source for Your E-Commerce Needs

TechniCon provides everything you need for a successful e-commerce initiative: industry-leading software, content development, Web site hosting, system integration, support and training.

ABOUT TECHNICON

Founded in 1987, TechniCon has been helping image-conscious manufacturers sell to the architectural and design communities for nearly two decades.

TechniCon has provided e-commerce solutions for major furniture, architectural fixture and store display equipment manufacturers. Four of the top six contract furniture manufacturers have invested in our sales systems.

In addition, TechniCon's management includes former senior technology directors from such leading architecture firms as Gensler and HOK. Simply put, we know your customers.

FOR MORE INFORMATION

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