

Making the Business Case

Marketing and IT managers face tough questions on how to justify investments in technology and prove their return on investment. TechniCon can help provide the answers.

TechniCon's CustomCommerce provides a flexible platform for complete e-commerce and product configuration solutions.

Since 1987, TechniCon customers such as Acuity Brands, SMC and Teknion have been achieving quantifiable returns from our systems.

CUTTING COSTS

CustomCommerce lowers your costs by improving the sales process and streamlining your operations.

Reducing Your Cost-Per-Sale

Using guided sales tools, your customers can view every product and variation you offer on the Web, allowing them to make educated decisions without expensive, repetitive sales calls.

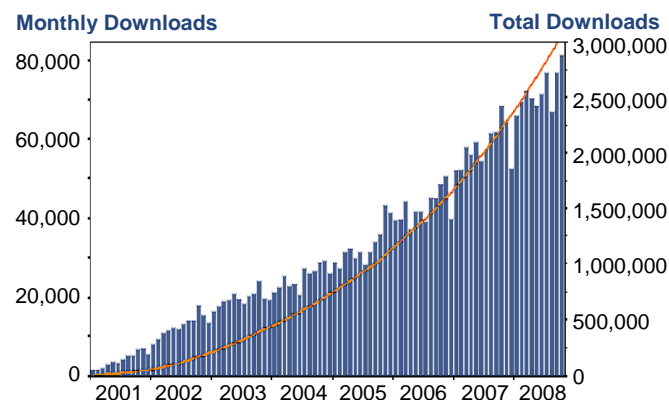
Routine tasks and queries, such as downloading files and clarifying product specifications, can be automatically handled on the Web site.

Order-ready quotes can be quickly generated by the product configurator. Your salespeople can be more responsive to special requests.

SMC, the world's largest manufacturer of pneumatic components, used to spend \$30,000 each month to build 1000 custom CAD models for their customers.

Customers now generate and download over 80,000 CAD files a month from SMC's Web site at a fraction of the cost.

Annual sales support costs decreased by \$205,000 and 2,340 hours.



Eliminating Order Errors

CustomCommerce's catalog management tools make it easy to keep online data accurate and current. Customers won't be ordering discontinued products.

The authentication manager determines which catalogs customers are entitled to browse and the associated pricing.

The product configurator enforces product and option rules to ensure valid configurations and part numbers for ordering.

Advanced visualization tools allow customers to visually confirm they're ordering the right product.

The result – fewer order errors and costly returns.

Streamlining Order Processing

The fewer the steps and hands involved, the lower your order processing costs. Our systems seamlessly fit into your existing IT environment.

Integrated with your internal systems, your e-commerce site has immediate access to the latest product and pricing data. Orders are passed directly to your ERP system.

The costs, delays and errors inherent with manually re-entering data are eliminated.

Bypassing IT Bottlenecks

Our catalog management solution, ContentStudio, provides a central interface for managing all your product data.

Easy-to-use, ContentStudio eliminates the need for costly and often scarce programmers and special production staff to maintain your online catalog.

A team of four product marketing people monitors and updates the SMC system as-needed, adding over 1,500 product series a year to the catalog.

Lowering Print Costs

As a central repository for your product marketing content, CustomCommerce simplifies online and print catalog production by allowing materials to be pulled from a single location.

Using CustomCommerce to create custom print catalogs whenever needed ("on-demand") ensures up-to-date catalog content and eliminates the need for large, costly print runs.

SMC has halved its print costs since implementing its CustomCommerce system.

BOOSTING SALES

With CustomCommerce, vendors soon achieve “preferred supplier status” with their customers. And that means more sales.

Compelling Systems

Having an online catalog means you’re always open for business. However, real success comes not from simply putting products on the web, but from doing so in a compelling manner.

That means engaging users by offering a high level of system interactivity with an appealing user interface and site design.

CustomCommerce’s selection tools guide the novice buyer quickly to the right item, while allowing the knowledgeable buyer to go directly to a product. An ultra-compact client-side configurator maximizes system responsiveness.

TechniCon works with premier design resources to create award-winning Web sites that customers want to use. That means more sales for you and less for your competitors.

After TechniCon released an electronic accessory catalog for NEC's notebook computers, sales more than doubled.

After going online, SMC increased annual sales with a single customer by \$500,000.

By 2008, over 200,000 customers were registered to use SMC’s Web site.

Ordering with Confidence

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

CustomCommerce’s rules-based configurators and sizing applications guide users to the correct products and options.

Advanced visualization tools allow customers to examine the exact product they've selected. Customers can order products with confidence.

Generating Leads

CustomCommerce can collect flexible and extensible contact information for visitors to your Web site.

Log-in can be required for the whole site or for specific activities. When visitors download CAD data or print product information from your Web site, they can turn into qualified leads.

SMC's site funnels hundred of leads a day to their sales staff at the lowest cost-per-lead ratio of any SMC marketing activity.

Targeting Markets

CustomCommerce tracks online activity to help you learn more about your customers' needs and industry trends.

Using ContentStudio, your business users can make timely product changes to target evolving markets.

Acuity Brands has used ContentStudio to keep their database of products concurrent with new product launches and get products to market faster.

Custom catalogs can be easily tailored for specific geographic regions, distributors and customers. Localization tools make it easy to publish online catalogs using local languages and currencies.

True Manufacturing, a premier manufacturer of commercial refrigeration products, can create and manage their numerous domestic and international catalogs from a master CustomCommerce database.

Winning Sales through E-Procurement

Many organizations require suppliers to integrate with their e-procurement solutions. CustomCommerce enables "punch out" sessions from these systems, including Ariba and Oracle Exchange.

Using CustomCommerce, Teknion, an international manufacturer of office systems, has won corporate contracts with companies such as Citigroup and CIBC where e-procurement was a key requirement.

Getting Your Parts Designed-In

Studies show that 80% of the parts originally designed into a product are later used in production. Getting your parts “designed-in” can secure a long-term revenue stream for you.

By making dimensionally-accurate CAD data readily available from your e-commerce Web site, CustomCommerce allows customers to specify your products early in the design process.

As of Q3 2008, SMC’s customers have downloaded over 3,000,000 CAD models to use in their designs.

LEVERAGING YOUR INVESTMENT

CustomCommerce’s modular architecture allows systems to be “right-sized” for your current needs. You can then leverage your investment by adding functionality as your ambition and budget allow.

FOR MORE INFORMATION

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