

Catalog Solutions

CATALOGS THAT SELL PRODUCTS

The Web enables buyers to find the optimal seller for the products they need. With CustomCommerce, you are that seller.

Incorporating a rich set of catalog and configuration functions; CustomCommerce replicates the expertise of your best salesperson, guiding customers through the often difficult task of selecting complex products.

The CustomCommerce catalog structure allows customers to browse through a defined product taxonomy and view specific item details.

Product descriptions can be of any length. Graphics, multimedia files, PDFs and CAD files can be added to the catalog across the entire product hierarchy.

An unrestricted and arbitrarily deep set of options and accessories can be associated with each catalog item. Your customers can view every product and variation you offer on the Web.

Products and options can have any number of associated price lists to support historical and customer-specific pricing.

Advanced product visualization tools allow customers to see the exact product they've selected. Customers can rotate, tilt and magnify images to closely examine a product from all angles.

Using CustomCommerce, industrial designers no longer have to sort through dozens of printed part catalogs. Office managers can view different fabrics and options for a chair without visiting a showroom.

Your customers enjoy an easier, more convenient purchasing experience. You benefit from faster sales cycles and fewer order errors and returns.

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

CUSTOM CATALOGS

The CustomCommerce database serves as a central repository for product marketing content. Starting from a master product catalog, custom catalogs can be easily tailored for specific market segments, geographic regions and distributors.

For your larger customers, catalogs can be generated containing only products, options and pricing approved by the customer.

CustomCommerce's authentication manager determines which catalogs a customer is entitled to browse. "Punch out" sessions from e-procurement systems such as Ariba and Oracle Exchange are supported.

ADVANCED CONFIGURATION TOOLS

CustomCommerce's configuration tools allow catalog users to assemble and customize product solutions.

The product configurator flags incompatible options, applies pricing and builds part numbers as options are chosen. Context-appropriate help messages and up and cross-selling suggestions assist the user.

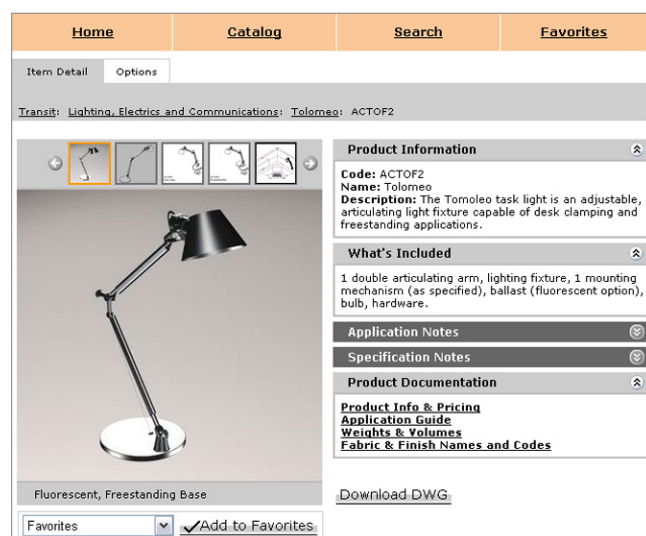
CustomCommerce's "visual configuration" tools allow customers to see an updated image of the product as they select options such as finish, color and size.

MANAGED BY THE BUSINESS USERS

Our Web-based catalog management solution, ContentStudio, eliminates the need for programmers and special production staff to maintain your catalog.

Designed for sales and marketing personnel, ContentStudio includes an Explorer-type drag-and-drop interface and integrated online help.

Complex product lines are characterized by rapid product turnover and modifications. ContentStudio places control of your catalog content in the hands of business users, accelerating your ability to make product changes and target evolving markets. ■



KEY FEATURES AND BENEFITS

■ Legacy-to-Web Tools

TechniCon recognizes the effort required to populate a catalog containing thousands of products with millions of variations.

Using our proprietary tools, your legacy data (e.g. product descriptions, feature sets and CAD data) is quickly extracted and published to the catalog. Design data is re-purposed into marketing data.

■ Parametric and Keyword Search

Customers purchasing complex products need more than one way to narrow their options and specify items. Using our catalog search capabilities, customers can locate the products they need.

Parametric search allows customers to select a few key product attributes and quickly obtain a list of compatible products.

Keyword text searches can be performed through the entire catalog. Side-by-side comparisons can be displayed for products returned by a search.

■ On-Demand Print Catalogs

Catalog content can be published to PDF files. Using CustomCommerce to create custom print catalogs whenever needed (i.e. "on-demand") helps ensure up-to-date catalog content and eliminates the need for large print runs.

■ Photorealistic Product Views

Our interactive visualization tools offer the most effective way to present configurable products over the Web.

Providing realistic views of a product's options and features allows your customers to accurately see what they're purchasing and reduces order errors.



■ Accurate CAD Models and Drawings

With CustomCommerce, your customers can download accurate 3D CAD models and 2D drawing files generated using options, dimensions and file formats specified by your customer.

■ Complex Pricing Models

Products and options can have any number of associated price lists to support historical price lists and customer or region-specific pricing.

Sale and tier discounting features can apply percentage and set-point price reductions.

■ Flexible and Smart Part Numbers

Your part numbers can be cross-referenced, so customers can order using their own part numbers or naming convention. Customers can find your products using a competitor's part number.

The product configurator can build "smart" part numbers for direct entry of orders into ERP and order fulfillment systems.

■ Favorites Folders

Users can save configured products and commonly purchased items to online "Favorites" folders so these items can be easily selected in future catalog visits. Multiple folders can be used to organize product choices.

■ Full-Featured Shopping Cart

The shopping cart allows customers to select products to purchase and passes orders to your back-end systems.

Check-out support includes online payment processing and shipping cost and address validation.

■ Legacy System Integration

CustomCommerce systems integrate with your legacy systems, offering seamless order processing and real-time inventory and order tracking from the catalog.

ABOUT TECHNICON

TechniCon Corporation is a leading provider of e-commerce solutions for complex products.

Since 1987, TechniCon has developed interactive sales systems that change the rules for how companies do business in industries ranging from industrial components, building products, electronics, lighting and contract furniture.

FOR MORE INFORMATION

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