

## ContentStudio: Web-Based E-Catalog Management

### EASY-TO-USE

Providing accurate and easily accessible product information is critical in today's e-business environment. If buyers can't find up-to-date product information, they won't buy your products.

Your ability to manage your content is the key to the success of any catalog solution.

TechniCon's ContentStudio provides a full-featured, Web-based content management system for adding and editing data in your online catalogs.

Employing an easy-to-use Explorer-type interface with drag and drop functionality, ContentStudio eliminates the need for programmers and special production staff to maintain your catalogs.

Content stakeholders, such as marketing and engineering staff, can manage the content and appearance of your online catalogs.

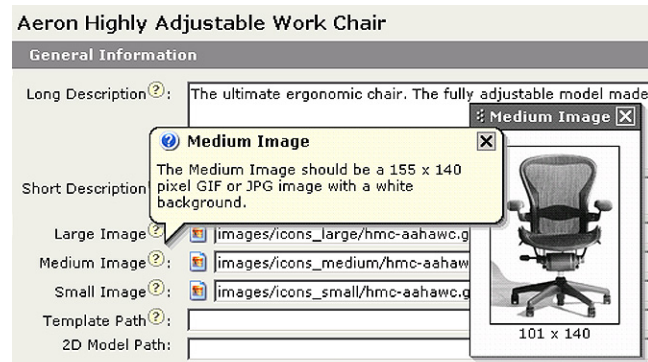
ContentStudio's features can be customized to be as simple or sophisticated as required for individual users. Balloon help is available to assist novice users.

Advanced search capabilities allow you to easily find and modify related catalog items. Changes happen in real-time and can be viewed immediately.

ContentStudio makes the creation of custom catalogs a snap. Starting from a master product catalog, custom catalogs can be quickly generated to meet the specific requirements of a customer, distributor or region.

Product data from multiple suppliers can be aggregated into a unified catalog.

Web-based, ContentStudio supports collaborative product content management from geographically dispersed offices, facilitating maintenance of localized pricing or product content.



### FULL-FEATURED

TechniCon's data model is designed specifically to manage complex product data, accommodating all product attributes and behaviors.

Tables can be quickly set up to define the rules used by the product configurator to flag the selection of incompatible options.

Multiple price lists can be associated with any product or option, allowing customer-specific pricing. Percentage and tiered discounting are also supported.

Authentication features allow you to protect your data by controlling content access and publication. Users are assigned role-based rights as viewers, editors and administrators.

ContentStudio not only manages catalog data, but how to use that data. For example, you can specify when to display a particular image or how to list an item in an online shopping cart.

ContentStudio data can be published to PDFs to generate print catalogs.

### LEGACY SYSTEM INTEGRATION

In a typical system implementation, TechniCon's "Legacy-to-Web" tools are used to "bulk-load" the online catalog from legacy product data. Existing product information in almost any format can be quickly repurposed for use in your catalogs.

To retrieve additional product data, ContentStudio is easily customized to allow input from (and output to) legacy systems. Information, such as pricing and sizing, is easily updated from your ERP, CRM and CAD systems.

### PLATFORM REQUIREMENTS

ContentStudio runs in Windows and Linux environments. Supported Web servers include Apache, IIS and JRun.

No client-side software installation is required. Internet Explorer and Firefox are the recommended Web browsers.

Supported databases include Oracle, SQL Server and open source solutions such as PostgreSQL.

TechniCon's products can be deployed on Java application servers, such as Oracle WebLogic and IBM WebSphere.

## KEY FEATURES AND BENEFITS

### Legacy-to-Web Tools

Content can be extracted from all standard formats, such as text, CSV, SIF, PDF and CAD data. Commonly used content transformation rules can be defined and leveraged across multiple catalogs. Taxonomies can be imported from existing spreadsheet, SIF and XML files.

### Flexible Product Classifications

Hierarchical trees allow product classification from general to specific characteristics. ContentStudio allows multiple tree structures for customer and distributor-specific taxonomies, and supports standard formats such as UN/SPSC.

### Common Attribute and Option Sets

Common attribute and option sets can be defined and applied across products and product lines, e.g. applying a maximum stroke feature across a group of actuators or a set of fabric options across a line of chairs.

### Advanced Editing Tools

Comprehensive functions are used to add, delete and edit product, classification and attribute data. For example, when a product is deleted, all associated attribute values are deleted.

Intelligent drag-and-drop automatically updates properties, such as feature sets, when a product is moved from one product group to another.

### 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 tiered-discounting features can apply percentage and set-point reductions to product pricing.

### Intra- and Inter-Configuration Rules

Users can define intra- and inter-configuration rules, such as relationships between products (e.g. what valves can be placed into what manifolds or how workstation components can be fitted together.)

An internal configurator is provided to test user-defined rules.

### Reduced Costs

ContentStudio eliminates the need for special staff or programmers to maintain your e-catalogs, reducing costs and production bottlenecks.

### Quicker-to-Market Products

You can quickly and easily keep catalog information accurate and up-to-date. The result: fewer order errors, quicker-to-market products, and increased customer satisfaction.

### A Single Source for Your E-Commerce Needs

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

Sharing a common data repository, ContentStudio integrates seamlessly with our CustomCommerce product to provide a flexible platform for delivering complex product data on the Web.

## ABOUT TECHNICON

Founded in 1987, TechniCon is a leading provider of e-commerce solutions for complex products. TechniCon has developed interactive sales systems for a wide range of manufacturers in the industrial components, lighting, electronics, building products and contract furniture industries.

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Switches	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Explanation?: The switch number must be None if No Switch is selected and can not be None if a switch is selected.

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Configurator: Internal  
MGPM16-150  
Configuration is Invalid and Partial.

Option	Value	Invalid?
Bore Size	Ø16	?
Stroke	150mm	?
Auto Switch	-- Pick an Option --	
Number	-- Pick an Option --	

Options in Gray are not compatible with another selected option value. Options in Red conflict with another selected option value.

## FOR MORE INFORMATION

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