

Changing E-Business for the Electrical Industry

THE CUSTOMCOMMERCE SOLUTION

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

Combining a scalable data model with award-winning product specification and visualization tools, TechniCon offers industry-changing solutions for manufacturers of electrical and lighting products.

NOT ALL PIM IS CREATED EQUAL

With other product information management (PIM) systems, data is managed on a SKU by SKU basis.

For complex products with many options, a single product can explode into millions of SKUs. How do you manage millions of products?

Our data model is designed to manage configurable products. A single product represents all the SKUs that can result from configuring a product's options.

The number of products that need to be maintained is exponentially reduced. Option and attribute data is defined once and inherited across product lines.

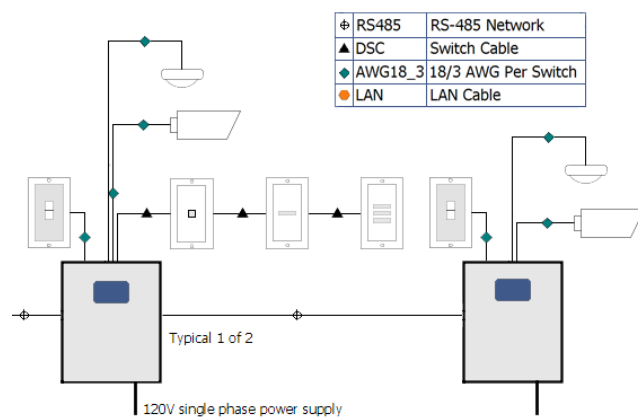
Your time is spent selling your products, not managing your product data.

PART OF A LARGER SOLUTION

Electrical and lighting products are designed to be incorporated into entire building projects.

CustomCommerce provides the ideal structure for maintaining the standardized product data required for building information modeling (BIM).

Our customer-facing systems integrate with BIM tools and provide a Web-based platform for delivering BIM objects such as Autodesk® Revit® files.



LAYOUT AND ASSEMBLY

The specification of electrical components is often dependent on the specification of the other components in a system.

Our rules-based configuration, assembly and layout tools enable users to configure a custom relay card, add it and other components to a panel assembly and drag-and-drop the panel into an online layout.

As users drag additional products into the layout, devices can be automatically connected. Assemblies and segments are checked for missing components. Bills of materials, equipment schedules and single line drawings are automatically generated.

Customers can be confident in their ability to accurately specify the products that they need. When customers know they're getting the right products, they place the order.

SEEING THE "LIGHT"

Lighting products are by their nature highly visual. Fixtures and other components are selected for both their appearance and function.

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

Users can select posts, crossarms and luminaires in any order. The configurator ensures the proper assembly of components.

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.

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.

KEY FEATURES AND BENEFITS

■ **Online Catalog**

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

Online 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.

■ **On-Demand Documentation**

The same data used to populate your online catalog can be repurposed for print applications.

PIM data can be exported directly to page design tools such as Adobe® InDesign® to automate the on-demand generation of up-to-date print catalogs and custom cut sheets.

■ **Product Selection and Configuration**

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

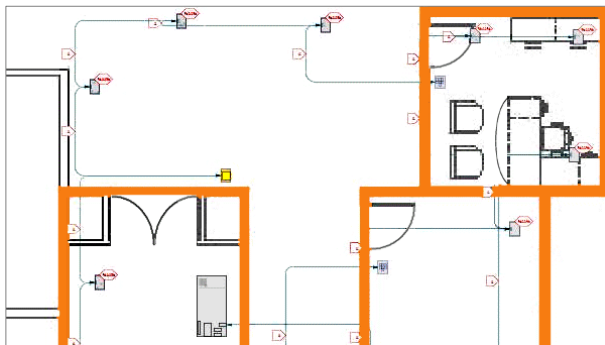
Once selected, customers can "visually configure" products by interactively specifying and displaying different finishes, sizes and other options. Rules-based configurators eliminate option conflicts.

■ **Online Layout**

Whether specifying light fixtures, wall controls or sensors, many product solutions require products to be laid out.

Using TechniCon's online layout tool, existing floor and reflected ceiling plans can be uploaded and scaled to serve as backgrounds.

Working within an Internet browser, users simply drag-and-drop products from your catalog into place. No training is required.



■ **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, bills of materials and images in online folders.

Access to folders can be shared, allowing users in dispersed locations to review, modify and approve products and layouts 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 hours or even days. 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 All 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 manufacturers of complex products sell to the architectural and engineering communities for over two decades.

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

Drawing on this experience, TechniCon has deployed e-commerce solutions that change how business is done for major electrical, lighting and controls manufacturers, including Acuity Brands and Sensata Technology.

FOR MORE INFORMATION

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