



## Press release eCatalogue

Electronic catalogs distributed to end customers are common. In contrast, electronic catalogs for the company's sales with next season's catalog, customer-specific catalog, country-specific range, central archive, country-specific printed catalogs are unusual. Infrasec eCatalogue is such a tool.

### Challenges

*How to manage and distribute the current global assortment?*

*How to manage and distribute the regional assortment?*

*How to manage and distribute the market assortment?*

*How to manage and distribute market specific language needs?*

*How do corporations control their assets?*

*How can corporations enable a secure way to share confidential information?*

*How can the corporations control which have seen or changed the confidential information?*

### Needs

eCatalogue is the fastest way to reach the market with a company's correct product assortment information. "Time to market with customer specific products, do less, better". The sales representatives must have the latest products available and a structured way to present them to their customers. For example:

*Define and select regional and market specific assortment*

*Plan and select specific products to each customer*

*Easily adopt new or changed product lines*

*Create high quality print catalogues*

*Present the assortment as a traditional printed catalogue*

*Present the assortment in digital media using PDF catalogues*

*Easy changeable assortment to meet the customer's needs*

*Exchange assortment information with the customers*

*Exchange assortment information within the corporation*

*Secure these assets from unauthorized access*

### Solution

Adopt a solution that uses a central media bank as the "feeder" of global assortment information. Enable the regional and market responsible to use "line lists" to pick and add their specific assortment. Handle the planning and presentation on a PC that is both online and offline. We provide a mediation solution that provides online/offline production of market specific assortments.



**The solution also provides:**

- Online access to specific market assortment*
- Online creation of region/market catalogues (PDF)*
- eCatalogue client as a tool to create customer specific assortments (subsets)*
- Global/regional graphical profile (Front page, dividers, back page)*
- Easy to group products*
- Language support*
- Central policy administration for user access*
- Alert and alarm functions*
- Local Market Administration (Web based with security)*
- Automatic input processes*
- Automatic output processes*
- Download/upload areas*
- All communication secured with encryption and different authentication methods*

**Benefits**

- Easy to adopt*
- Fulfill all the needs to control and distribute a correct and consistent assortment*
- Gives the sales reps a powerful tool for planning and create a customer specific assortment*
- Integrated with media banks*
- Integrated with sales presenters*
- Helps to implement and enforce corporate assortment policies*