

"We were effective in decreasing our administrative overhead while also decreasing order processing errors by 60%. This has improved operating margin and increased customer satisfaction. In addition, this has enabled our sales reps to spend more time providing higher value services to our customers."

— Juan Gomez
Vice President of Operations
Tyco Vales and Controls

Key Differentiators

- ✓ SmartCatalog™ is tried and tested having seven successful major releases
- ✓ SmartCatalog™ is a best of breed guided selling and sales configuration solution
- ✓ SmartCatalog™ is fully integrated and tested with Microsoft Commerce Server™
- ✓ SmartCatalog™ Rule Manager enables you to deploy product and pricing rules in four easy steps
- ✓ The SmartCatalog™ is a complete Microsoft .Net 2.0 solution

**Call Endeavor Commerce
877-330-9564 ext. 1**

smartcatalog.com

info@smartcatalog.com

© 2007. Endeavor Commerce. All rights reserved.
SmartCatalog™ is a trademark of Endeavor Commerce.

Microsoft Commerce Server™ is a registered trademark of Microsoft Corporation.

Drive on-line growth, profitability and customer loyalty

The Challenges

All companies need to find ways to maximize revenues while reducing costs. The web represents a significant opportunity to meet these objectives. But companies that have complex products and services, whether they are configurable products found in manufacturing, complex product and service bundling found in telecommunications or difficult to understand products found in financial services, the challenge is even greater.

These companies have used the web for basic content and e-commerce limited to certain products while relying on expensive human interaction to "make the sale" for their more complex offerings. In order to fully capitalize on the web channel, these companies have to enable the buying experience where solutions must be mapped to each customer's unique requirements. And they have to do it cost-effectively.

Our Approach

Endeavor Commerce has developed the SmartCatalog™, a complete guided selling and sales configuration solution, to deliver a rules-based solution that will enable websites to deliver customized solutions based on the customer's needs. SmartCatalog™ is tightly integrated with Microsoft Commerce Server™ allowing companies to deploy a comprehensive e-commerce solution quickly and cost effectively.

The Business Benefits

Move your complex offerings to the web and give your customers an optimal buying experience by guiding them through the entire product selection and comparison process.

Increase Web Revenue

- Move more complex products and services that typically require human interaction to the web
- Improve conversion rates with real-time, rules-based, web personalization
- Reduce shopping cart abandonment with personalized incentives, offers and help
- Enhance the shopping experience using insights gained from web analytics

Improve Profit per Customer

- Deliver dynamic, personalized bundles of product and services
- Deliver personalized up-sell and cross-sell offers, and recommendations

Improve Customer Satisfaction and Loyalty

- Help customers quickly and easily find the solution that meets their needs
- Present loyal visitors and customers with personalized messages and offers

- 
- Deliver a highly-personalized buying experience
 - Increase conversion ratios
 - Speed up time to market
 - Reduce cost of deployment and administration

Key Product Benefits

✓ **Microsoft Commerce Server™ Integration**

SmartCatalog™ is tightly integrated with Microsoft Commerce Server™. SmartCatalog™ ships with guided selling, catalog and cart web controls that plug into a site. The Business Rules Manager reads/writes all data to the Commerce Server™ catalog database.

✓ **Lower Total Cost of Ownership**

Traditionally, organizations that need these capabilities would have to develop custom code increasing deployment time, deployment cost and on-going support costs. SmartCatalog™ delivers robust capabilities at a cost effective price to acquire, deploy and maintain.

✓ **Built on the .Net 2.0 Framework**

SmartCatalog™ is built entirely on the .Net 2.0 framework. The end-user interface is driven by ASP.net web controls that are AJAX enabled. The Rule Manager is written in C# and utilizes Windows Forms 2.0 and web services for connectivity. SmartCatalog™ is the only guided selling and configuration solution certified by Microsoft for Commerce Server (2000, 2002 & 2007) and Dynamics CRM 3.0.

Create an environment that helps and rewards your customer for doing business with you!

**Call Endeavor Commerce
877-330-9564 ext. 1**

smartcatalog.com

info@smartcatalog.com

Guided Selling

Guided Selling ensures an optimal buying experience by intelligently walking customers through a set of questions to determine the customer's specific requirements, preferences and priorities. Based on the detailed needs analysis, SmartCatalog™ recommends products and services and pre-configures solutions that best meet the customer's needs.

- Intelligent Needs Analysis
- Gather Customer's Unique Preferences/Requirements
- Leads to Recommended Solutions

Smart Catalogs and Carts

SmartCatalog™ enables real-time product and service rule enforcement during the product selection process and in the cart allowing your company to easily guide customers through selecting and validating products and services based on their specific needs and requirements.

- Product Configuration Rules
- Dynamic Product and Service Bundling Rules
- Pricing Rules (Qty, Geography, Channel, Effective Date, Etc.)
- Highly Targeted Up Sell/Cross Sell Rules

Business Rule Manager

The SmartCatalog™ Rule Manager provides an easy-to-use user interface for creating product catalogs, authoring product/service/bundling/pricing rules and managing guided selling wizards. The Rule Manager empowers business users who have the product and market intelligence to quickly implement and maintain SmartCatalog™ significantly cutting down on the time-to-market and administrative costs.

- Easy-to-Use GUI for Business Experts
- Create Catalogs, Guided Selling Wizards and Rules
- Tight Integration with Commerce Server Product Catalogs

