



## Enterprise Online Selling

### Add Industrial Strength On-line Shopping and Product Information To Your Site

- ▶ Enable your customers to shop on-line from an unlimited product assortment.
- ▶ Intuitive multi-path navigation makes it fast and easy to find the right product.
- ▶ Suitable for both Business-to-Consumer and Business-to-Business Applications.
- ▶ Available as a licensed application or hosted SaaS (Software-as-a-Service).
- ▶ Easily integrates with existing store systems.
- ▶ Multilingual user interface available.

### Your Branding

Easily and cost-effectively add an industrial strength product catalog to your existing web site with or without ecommerce. Customize the user interface to reflect your branding.

### Find Products Easily

CatalogWorks uses effortless navigation that allows your customers to quickly find the right products through intuitive search paths. They can navigate from department to category and sub-category, to collection or SKU; or use a quick description search allowing them to search by keywords, or an advanced search by various criteria such as department, price range, brand, item number and/or item description.

You may group related products in appropriate collections, and control the order in which products display to maximize merchandising effectiveness.

Displays inventory status or other relevant information such as available on-line only, special order, seasonal, etc.

### Product Images and Information

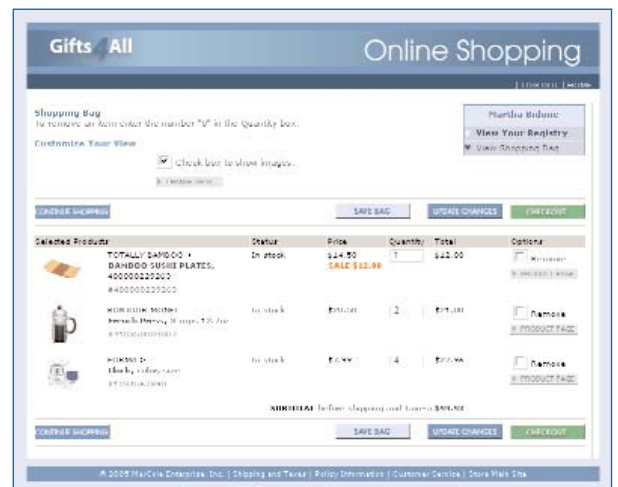
Multiple product photographs and detailed product information provide the decision-making tools your customers need. Zoom from multiple thumbnails on a single page to collections of related products and then to detailed product images accompanied by comprehensive product information.

### Use Non-technical Staff to Manage Content

Intuitive utilities enable non-technical employees to update product information and images and manage content. See DataWorks information.

### Full Service E-Commerce

CatalogWorks provides secure e-commerce capabilities, accepts orders, gathers billing and shipping information, verifies credit, calculates tax and shipping according to your policies and emails personalized order confirmations.



## Load Item Data and Images Automatically or Manually

Update your item information, images, prices, sale prices and inventory status automatically, as often as you like from your enterprise item master.

Automatically, grab and display multiple product images in real-time, as needed, from vendor or distributor image servers.

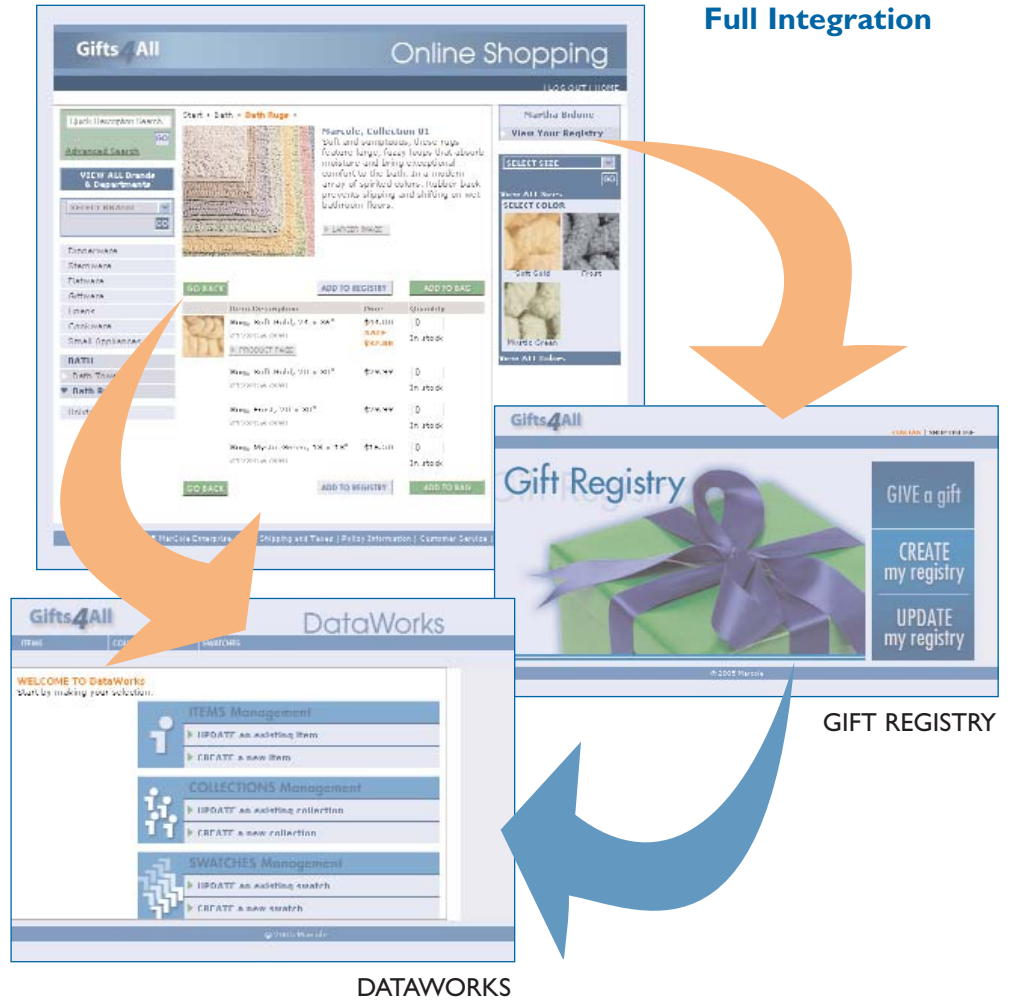
## Available as a Licensed Application or Software-as-a-Service (SaaS)

Purchase a perpetual license to run CatalogWorks on your or third party servers; alternatively minimize up front costs and have MarCole host CatalogWorks for you at a secure IBM facility.

## Works Seamlessly with Gift RegistryWorks™

CatalogWorks is designed as a standalone shopping system and it can be easily integrated with Gift RegistryWorks. Once an item is located, customers can place it in their shopping cart or add it to their gift registry or wish list.

CatalogWorks has been utilized by retailers worldwide to maximize retail productivity, generate incremental revenue and minimize expense.



## DataWorks Solves Electronic Merchandising / Content Management Problems

**DATAWORKS**

DataWorks is specifically designed to work with MarCole's CatalogWorks™ and Gift RegistryWorks™. DataWorks makes it easy to organize, categorize, and enhance your data in a customer friendly web-ready manner, delighting your customers and driving sales.

### What DataWorks Does

- ▶ First and foremost - It gives you control over what the customer sees.
- ▶ Enables you to manage item information and images in one central location for use on self-service in-store systems and the Internet.
- ▶ Organizes products by department, category, sub-category and brand.
- ▶ Provides consistent, accurate, information and images - incorporating your marketing messages.
- ▶ Facilitates describing products with complete, easy-to-understand-detailed descriptions.
- ▶ Links one or more product images to new or existing product information.
- ▶ Groups and manages related products in appropriate collections.
- ▶ Manages swatches - allowing you to create, add, delete, activate and deactivate individual and groups of color/material swatches - all with an easy to use intuitive web-based interface.

