

*"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 sales configuration solution
- ✓ SmartCatalog™ is fully integrated and tested with Dynamics CRM™
- ✓ SmartCatalog™ Rule Manager enables you to deploy product and pricing rules in four easy steps
- ✓ The SmartCatalog™ is a complete Microsoft .Net Windows 2.0 solution

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

**smartcatalog.com**

**info@smartcatalog.com**

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Dynamics CRM™ is a registered trademark of Microsoft Corporation.

Increase revenue, decrease cost, and improve customer satisfaction through fast, accurate quotes.

All companies have rules governing how they can efficiently and profitably fulfill the needs of the customer. Often these rules are managed through independent processes which create confusion and ultimately customer dissatisfaction.

And many companies have complex products, services or have complex pricing which adds to the ongoing challenge of ensuring that employees, partners and customers create accurate, complete and valid quotes.

### These companies are challenged with:

- Decentralized product & pricing information
- Inconsistent, out-of-date business rules information for employees, partners and customers
- Manual creation of quotes and proposals
- Costly order entry errors, delays and consequently returns
- Unguided sales processes
- Poor up-sell and cross-sell capability

### The Solution

SmartCatalog™ delivers a complete guided selling and sales configuration solution that will support your growing business. By simplifying and automating the entire process, SmartCatalog™ delivers 100% accurate quotes to deliver real business results:

#### Increase Revenue

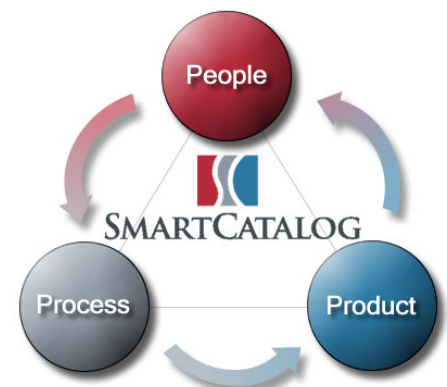
- Remove sales inefficiencies - higher transaction volume per rep
- Maximize partner channel – incremental sales at lower costs
- Identify up-sell and cross-sell opportunities - higher average transaction value

#### Improve Profits

- Streamlined quotation process
- Eliminate high cost of correcting orders during fulfillment
- Fewer manual touch points - less dependent on product experts to complete order

#### Improve Customer Satisfaction and Loyalty

- Reduce product returns
- Decrease service requests
- Respond to inquiries faster
- Shorten fulfillment cycle times



## Key Benefits

- ✓ **Dynamics CRM™ Integration**  
The SmartCatalog™ is 100% integrated with Dynamics CRM™ allowing your sales people to generate quotes and orders from Dynamics CRM™ - connected or on the road.
- ✓ **Lower Total Cost of Ownership**  
Traditionally, configurators and interactive selling systems have been extremely expensive making them difficult to justify. The SmartCatalog™ delivers robust capabilities at a cost effective price.
- ✓ **Implement in 30 Days or Less**  
SmartCatalog™ Fast Path Implementation Services provides an approach to implementing sales configuration in a short, fixed timeframe at a fixed cost. By taking advantage of this offering, companies shorten the time to up-front results, verify that the solution is right for the organization, and benefit from a technology platform that also provides the long-term flexibility they need.
- ✓ **Extend to the Web**  
Extend the same quoting and ordering capabilities to your customers and partners via the internet with SmartPortal™ and the SmartConnector™.

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

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SmartCatalog™ is a best-of-breed guided selling and sales configuration solution for CRM and eCommerce. SmartCatalog™ helps manufacturing, distribution, retail and service companies around the world increase revenue, profit and customer loyalty by empowering their sales channels with business intelligence at the point of sale.

### Product Configuration and Bundling

The SmartCatalog™ eliminates the complexity involved in correctly configuring a customer's solution by enforcing your product configuration and bundling rules during the quoting process. It replaces the spreadsheets, pricing manuals, product catalogs and technical sales support that salespeople typically need to consult in order to obtain accurate information.

### Pricing

The SmartCatalog™ rule engine enables complex pricing scenarios, consistently and accurately enforcing sophisticated rule-based pricing strategies, including geography, channel, quantity, effective date, margin and other parameters.

### Guided Selling

Guided Selling intelligently walks 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 including options that provide salespeople the opportunity to cross-sell or up-sell.

### Proposals

SmartCatalog™ provides a summary of the entire sales process in a professional, branded proposal. Proposals contain all the valuable details of each deal, including product specifications, deliverables and pricing. The information is automatically saved in a single location for future reference or retrieval.

### 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 with the product and market intelligence to quickly implement and maintain SmartCatalog™ significantly cutting down on the time-to-market and administrative costs.

