

eXalt Manage Content

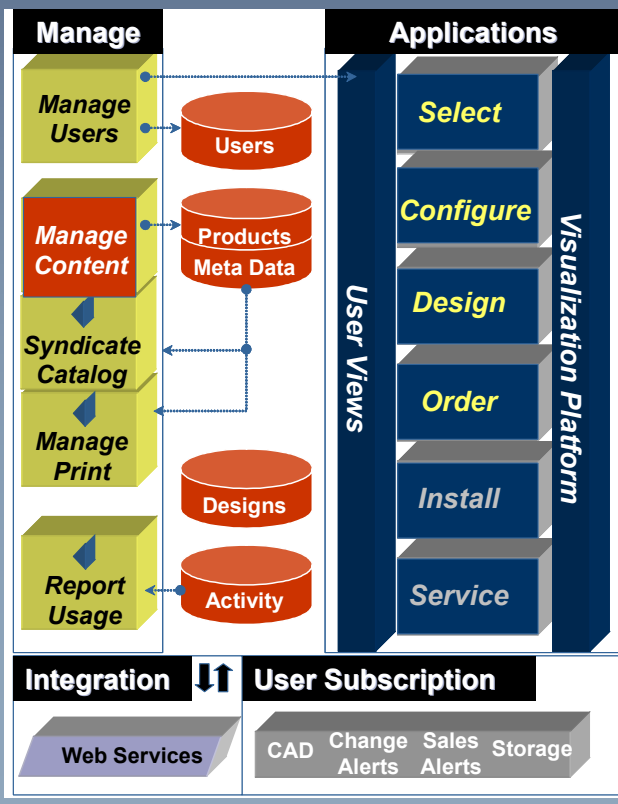
Eliminate Delays in Product Launch

eXalt centralizes all product information required in the sales process in a single repository enabling collaboration and eliminating delays in product launch.

eXalt adds structure to content allowing companies to store product knowledge once and reuse it many times.

Non technical contributors can capture product attributes and configuration rules using their favorite tools (eg excel) without learning new tools or software languages.

Product Managers can focus on marketing rather than data entry.



Content Management Tool Designed for Complex Products

Suppliers are discovering that critical product information is scattered across the company in various organizations, file systems and locations. Unfortunately this information is as diverse as it is distributed including paper, spreadsheets, word files, pdf and engineering formats. Challenges faced in managing content for complex technical products include:

- **Dispersed Product Information Causes Delays in Launch:** Product launch teams experience unnecessary delays and are unable to collaborate effectively with out a centralized repository.
- **Content Management Tools are Not One Size Fits All:** Suppliers of complex technical products have discovered that traditional content management tools are not designed to accommodate products with hundreds of attributes/rules.
- **Information Known to a Few Employees:** Without a centralized repository key information resides in employee's heads and lost when they leave the company.
- **Content Management Tools Built to be Used by Programmers:** Product specialists prefer to document configuration rules and technical characteristics in their favorite tools (eg excel) rather than learn new tools or programming languages.
- **Insufficient Time and Manpower:** Companies cannot spare product managers to manually build a centralized repository.

Manage Content provides a unique solution providing companies the first true repository built for complex product information. eXalt's Outsourced Content Management Service provides a rapid start – populating a repository quickly without taxing internal resources. Maintenance is simplified providing product specialists the ability to manage and deliver product content to any customer or sales partner without learning programming languages. Suppliers realize accelerated product launch times by automating and managing the publication of technical product information.

No Programming Required: eXalt's Manage Content allows product managers to capture and publish complex configuration rules and product information using their favorite tools such as excel without learning new tools or programming languages.

eXalt Manage Content

Eliminate Delays in Product Launch

Benefits

Accelerate Time-to-Market for New Products

Companies often realize as much as two-thirds of their annual revenue from products introduced within the last two years. With this race to market accelerating every year and product life shortening, eXalt helps suppliers get sales and marketing information to the field quickly.

Clone Product Experts

eXalt Manage Content allows the few product experts in a company to easily share their solutions expertise with other sales personnel and channel partners. Precious knowledge is now replicated with ease throughout the sales chain.

Create Structured Content Once and Reuse Many Times

eXalt's Manage Content brings order to chaos by adding structure to content. This provides several advantages in web based presentation:

- **Enter Once Reuse Many Times:** eXalt leverages standards such as XML allowing content to be entered once and reused many times. Alternate presentations of the product content for different sales partners are made possible with style sheets.
- **Make Content Searchable:** eXalt adds Structure to Unstructured content with units of measure, taxonomy, detailed data models and standards. Structure makes content searchable eliminating "fuzzy" or dead end search.

Create a Knowledge Repository to Protect Scarce Know How

eXalt's Manage Content allows you to build a Knowledge Repository not just a content repository. When a key product specialist walks out the door eXalt insures that their product expertise doesn't leave with them.

Ease of Use Allows Product Specialists to Use Their Favorite Tools

eXalt's Manage Content allows product managers to capture and publish complex configuration rules and product information using their favorite tools such as excel without learning new tools or programming languages. An easy to use download into excel gives product managers an ability to rapidly review and change parameters, meta data and configuration rules.

Open Environment Allows Integration of Data from ERP, CRM and Other Systems

Integration with ERP, CRM or other systems containing Part Numbers, Pricing, Customer ID information is made easy with web services integration. Content can be imported on a dynamic or batch basis depending upon business requirements.

Reduce Total Cost-of-Ownership

With eXalt product specialists can maintain content with a fraction of the effort of conventional tools. Changes to the Meta Data in the database drive changes to the software eliminating as much as \$2 spent on customization for every \$1 spent on the application.

Realize a Rapid Deployment with Outsourced Services

eXalt's Outsourced Content Management Service provides a rapid start – populating a repository quickly without taxing internal resources. eXalt's Domain Specialists can populate a repository with parametric data, reference materials and configuration rules.

Capture Solutions Not Just Products with Un Paralleled Product Intelligence (PI)

eXalt's Product Intelligence (PI) allows Solutions Guides to be built rapidly. Suppliers and Users can create Reusable Templates of Systems and Solutions.

Facilitate Collaboration and Testing with a Content Development Sandbox

eXalt's Software as a Service provides a Sandbox for developing and testing new content before production deployment. Multiple creators and approvers can develop and review content in a separate development site. The potential for error reduced while the production site is not burdened with the content development and review process.

eXalt Manage Content

Eliminate Delays in Product Launch

Features

Extensible Data Model with Unsurpassed Product Intelligence (PI)

eXalt's repository incorporates an extensive data model for Product Intelligence (PI). eXalt's PI information model is extremely unique allowing for the addition of unlimited product categories, attributes, configuration rules and multimedia content:

- **Unlimited Number of Product Categories without Custom Programming:** A new product category can be added to eXalt's repository in minutes without programming. This is unique from other catalogs that require custom programming to incorporate new products with different attributes.
- **Unlimited Number of Attributes per Product Category:** eXalt's PI supports an unlimited number of attributes per product category. Changes to the defined attributes can be made on the fly without any custom programming. All attributes are fully searchable.
- **Built In Configuration Intelligence:** eXalt supports an unlimited number of configuration rules per product. System Configuration is supported in addition to product configuration.
- **Unlimited Reference Materials:** An unlimited number of reference materials of any media type (pdf, powerpoint, photos, CAD drawings) can be linked inside of the repository.
- **Unlimited Number of Languages and Character Sets:** eXalt's repository supports multiple language presentations of content ,character sets and units of measure for different geographic markets or logins.

- **Product Subassemblies and Replacement Parts Fully Documented:** eXalt's repository decomposes each product into a collection of subassemblies. This allows users to quickly identify replacement parts. Included parts such as brackets, screws, tools and software can be clearly identified so that users no longer have research what parts are included in a purchase.

Simple Table Driven Format Drives Web Site Changes without Using IT Staff

Product Specialists can drive changes to content, rules and software. No longer are marketing personnel dependent upon IT to author and submit changes to the production website.

Supports Off-the-Shelf Tools for Edit and Review

eXalt Manage Content allows non-technical content contributors to submit, edit, review and approve content using their favorite tools. Simple Downloads to Excel support offline editing and review of parametric data, reference materials and rules

Separation of Content from Presentation

The software manages content separately from the presentation so that it can be repurposed to serve a variety of applications.

- **Meta Data Driven Applications:** eXalt Applications are driven from a Meta Data Layer which personalizes the experience for each User. eXalt's Meta Data Architecture eliminates the extensive programming required to customize most software.
- **eXalt Integration:** Web Services Integration with other computer systems is facilitated with specialized style sheets.
- **eXalt Syndication, Reports and Print:** eXalt Style Sheets in XML allow content to be served up in a variety of formats including XML, Print, ASCII and PDF.

Data Checks During Batch or Interactive Updates

The software verifies all content changes according to data rules. Examples of checks include:

- **Data Type:** Parameters are verified against an integer, float or text data type for correctness.
- **Null Allowed:** Checks can be installed to prevent null values for certain attributes.
- **Unique Value:** Attributes can be setup to contain unique values.

The system will issue an error when users attempt to violate any of these data checks.

eXalt Manage Content

Eliminate Delays in Product Launch

Prerequisites

None

ABOUT EXALT SOLUTIONS

eXalt Solutions, Inc., is a market and technology leader in providing on-demand, Web-based services for solutions sales enabling suppliers of complex technical products and their channel partners to sell more product more profitably. The eXalt Powered Solutions Sales Platform (TM) incorporates a suite of modules tailored to the intricacies of the complex technical product sales/support process including Product Selection and Configuration, System Configuration, Design and Visualization, BOM Collaboration, Quote/Proposal Management and Product Support.

© 2005 eXalt Solutions, Inc. All rights reserved.

Specifications subject to change without notice.

eXalt™ is a trademark of eXalt Solutions, Inc. All other trademarks mentioned herein are properties of their respective holders.