

eXalt Syndicate

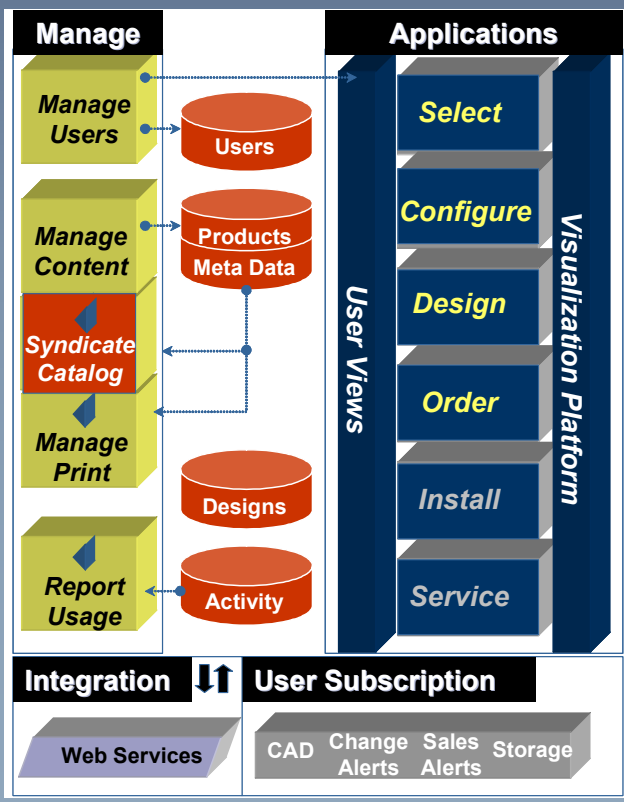
Expand Reach into New Markets and Distribution

eXalt streamlines the information flow between suppliers and their channel partners. Suppliers reach more markets, increase revenues, protect their brand at remote sites and pull traffic back to their own site.

eXalt's XML foundation facilitates ease of data mapping between eXalt and outside systems. Data mapping features enable suppliers to export content to myriad formats cutting delays and errors.

eXalt scales with your business as you add partners and products.

With automation, suppliers can easily adapt to the changing needs of partners.



Syndication Engine Maintains Connections with Multiple Channel Partners Cutting Delays, Errors and Assisting Product Launch

Selling products through channels poses several challenges, not the least of which is providing unique product content to multiple channel partners in different formats. Many suppliers have spent years building catalogs and storing product data in nonstandard ways, making it difficult to export data outside of the company. This ad-hoc solution may work with a few partners but it will not scale as the number of partners increase introducing delays and errors in supporting heterogeneous formats:

Obstacles in Syndicating Heterogeneous Formats

- **Multiple Transport Protocols:** Protocols include HTTP, FTP, SMTP, and IP-based proprietary protocols.
- **Multiple File Formats:** File formats (HTML, XML, CSV), media formats (jpeg or mpeg) and document formats (PDF or Word).
- **Different Products:** Each Partner Sells a different products.
- **Different Attributes:** Each Partner displays different attributes in their eCatalog or web site.
- **Different Update Frequencies:** Each Partner has a unique update process and interval—daily, weekly, monthly, quarterly.
- **Different Update Process:** Each Partner has different update processes: Incremental updates versus full updates.
- **Lack of Automation** Without automation, extensive Human Intervention introduces delays and errors.
- **Changes in Partner Formats:** As your partner's business changes so will their content requirements.

eXalt's XML foundation and data mapping features enable suppliers to export catalog content to the myriad of partner formats cutting delays and errors. The Syndication Module allows Suppliers to extend their reach out to more markets, increasing revenues, protecting brand identity at remote sites and ultimately increasing traffic to their own site. eXalt scales to meet business requirements as more partners and products are added.

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Benefits

Streamline the Information Flow Between Suppliers and Partners Removing Delays and Complexity

Channel Partners, VARs, Private Exchanges and Partners require content from suppliers in electronic format to drive their portals, catalogs and eProcurement sites. eXalt streamlines the syndication of product data by leveraging “Subscription Rules” which describe the policies and formats for sending data electronically to each unique channel partner. Automating the process removes errors and delays.

Mapping Personalizes Content for Each Channel Partner

eXalt’s XML foundation facilitates ease of data mapping between eXalt and outside data management systems. The eXalt data mapping features enable suppliers to export catalog content to the myriad of distribution channels, VARs, Private Exchanges and Partners who each require content in a unique format to drive their portals, catalogs or eProcurement sites.

Reduce Errors in Channel Sales

eXalt significantly decreases errors by supporting “Subscription Rules” which capture the business rules for data mapping between the supplier and channel partner. The automated transformation of XML data on-the-fly according to the supplier specific subscription rules greatly reduces the opportunity for error by removing the need for manual entry and intervention.

Protect Brand and Differentiation at Remote Sites

eXalt allows suppliers to control the presentation of product positioning, features, benefits and attributes across partner sites with a unique interchange format and update schedule for each. eXalt prevents suppliers from being reduced to a commodity by presenting a breadth of attributes that fully differentiate products in a variety of electronic marketplaces.

Expand Reach Into More Markets and Increase Revenues

Each new channel and marketplace requires product data to operate their business and sell products. Traditionally building links between the supplier and partner is a one-off with little reuse of infrastructure, making the addition of partners expensive and time consuming. eXalt’s Syndication Module allows suppliers to expand distribution channels with ease. Once the Subscription Rules are setup, continuous updates and delivery of catalog content to diverse destinations is made easy.

Assist in Product Launch

eXalt allows suppliers to get new product information, data sheets, photos and other reference materials out to channels without delay. This allows new products to be launched quickly and puts channels in position to take orders early.

Maintainability of Syndication Business Rules

The supplier specific Subscription Rules store all of the business rules for each syndication relationship between the supplier and the channel. Capturing rules electronically makes the syndication process easily maintainable and repeatable.

Pull Traffic Back to Supplier Site

eXalt Syndicate embeds intelligent links for detailed content and reference materials. These intelligent links pull browsers from channel partner sites back to the supplier site when more detailed information is required. Intelligent links alleviate loading on the partner site and decrease the amount of redundant content transfer between supplier and channel partner.

Adapt to Channel Partners Changing Requirements

As a channel partner’s business grows and changes so will their content requirements. eXalt’s Syndication Module supports easy modification of business rules and data mapping. Once changes are stored in the Subscription Rules they are applied to all future syndication transfers.

Scalable to Grow with Supplier Business

eXalt scales with your business as you add partners and products. Suppliers can use eXalt Syndicate to extend their products and their brands out to an unlimited number of channel partners.

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Features

Multiple Unique Partner Subscription Rules Support Definition of Multiple Formats

eXalt's Syndication Module provides sufficient automated controls to map the XML based content to the myriad of partner formats required:

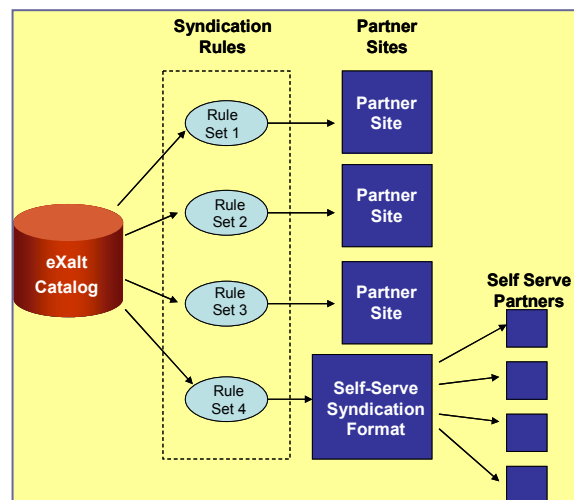
- **File Formats:** Suppliers can designate the output file format (HTML, XML, CSV, etc) for the content.
- **Product Category or Taxonomy Mapping:** Suppliers can map from their product taxonomy structure to that required by the channel partner with ease.
- **Product Mapping:** Suppliers can define the approved parts list for export to each channel partner.
- **Attribute Mapping:** Suppliers can select the attributes to be exported or define transformations for attributes on the fly:
 - **Text manipulation:** Formulas allow multiple attributes to be concatenated to create standardized descriptions. Text substitutions are also supported.
 - **Numeric Conversion:** Formulas can be defined to perform dynamic calculations.
 - **Units of Measure Conversion:** Numeric fields can be converted during syndication with ease by simply indicated the required units of measure.
 - **Reference Materials:** Suppliers can send over reference materials or just provide a URL or link for more in depth information.
- **Update Frequency:** The requested update frequency can be specified for each partner.
- **Update Process:** Each syndication can be specified to be an incremental update (add, deletes or changes) or a full update of all content.

Subscription Management allows Storage and ReUse of Transformation Rules

The Syndication Module allows the storage and reuse of Subscription Rules. This Reuse allows the formats to evolve with the partner as their business changes.

Reusable Objects of Information in XML

eXalt leverages "Reusable Objects of Information in XML" so that data are entered once and transformed many times. By capturing all of the essential data elements in a common catalog and leveraging XML transformations insures data integrity and minimizes errors during the syndication process.



eXalt's Syndication Module allows suppliers to define both Custom Syndication Rules for each specific Channel Partner and a Generic Format for other Partners on a self-serve basis.

Self-Serve Syndication: Many channel partners do not have a definition for the exchange of product content. They are interested in receiving updates on a set of critical but limited number attributes and reference materials for the products they sell. For these cases eXalt provides Self-Serve Syndication. This site allows partners to get a rapid start allowing Partners to pull down updates as required.

One generic format is defined to support all of the channel partners that access the Self-Serve Syndication site. This format consists of:

- **One File Format:** An ASCII Delimited file format.
- **One Taxonomy:** All products will be grouped into a single taxonomy.
- **One Fixed Set of Attributes for all Products:** A limited number attributes will be provided for the supplier products. A link for Reference materials will be provided.

Each partner will have to customize this generic format to their requirements. A click wrap agreement defines the terms and conditions for accessing the site.

If channel partners require 1) more extensive attribute information 2) a different format so they no longer have to customize the content or 3) a different update process or frequency they will have to request a custom Subscription Agreement between themselves and the supplier.

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Prerequisites

eXalt Select Module

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.

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