

# eXalt Views

## Manage Multi Tier Pricing, Part Numbers and Internationalization

The eXalt Views module incorporates a transformation engine allowing users, sales representatives and channel partners to experience different versions of product content over the web.

eXalt's Solutions Sales Platform is designed to accommodate complex channels where products have multiple part numbers and pricing depending upon the channel partner, geography, buyer and contract pricing.

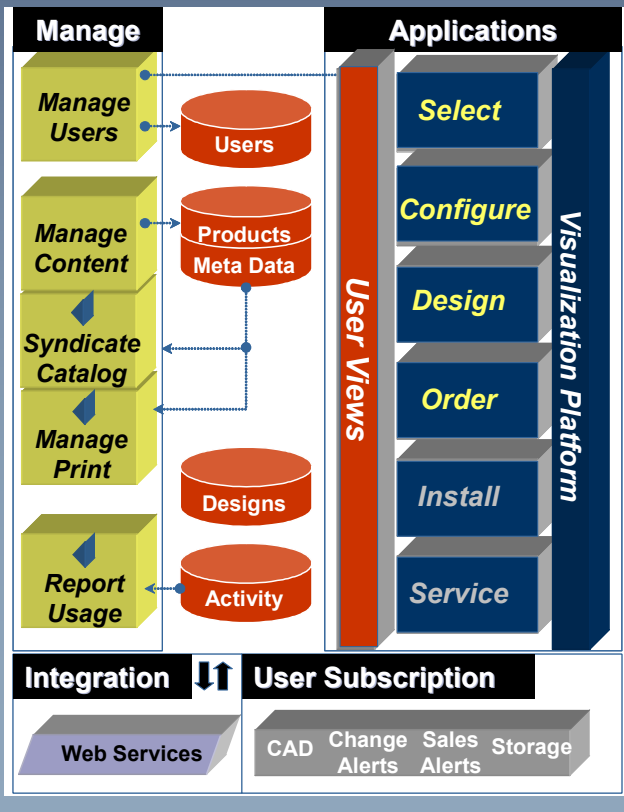
Suppliers are able to drive international revenues with localized content, pricing and product catalogs.

## Multiple Views of Web Based Product Catalog Supports International Multi Tier Channels

Technical Product Sales through Channels requires new tools to manage the myriad of product, part number, pricing, content and language variations for products sold through different channels. The challenges faced in this multi-tier multi-user sales process are:

- o Different Products are authorized to be sold through different channel partners.
- o Numerous Cross References for Part Numbers Schemes must be managed between divisions and suppliers and distributors.
- o Pricing must be accurately displayed when it can be dependent upon product, channel, end user and/or geography.
- o Content must be presented using local language, units of measure and currency.

eXalt allows suppliers to create views over the catalog; dynamically presenting different content to different users upon login. Column Views accommodate channel sales management by presenting different pricing and promotions to different channel partners to enhance sales campaigns. Row views restrict access to certain products making sure users access only products approved for their login. Internationalization and localization is supported allowing the company to reach new markets with ease.



Part #	Profile	Manufacturer Suggested Retail Price	Reseller Cost	Processor	Memory	Storage	Device Management
23-00-04		12148.00	9111.00	2)-Xeon, 3.6GHz, 800 MHz	16GB DDR ECC-333 (8x2GB)	720GB(4x73GB) SCSI-10K RPM	Yes
23-00-04		11449.00	8553.00	2)-Xeon, 3.6GHz, 800 MHz	16GB DDR ECC-333 (8x2GB)	146GB(2x73GB) SCSI-10K RPM	Yes
23-00-04		11181.00	8385.75	2)-Xeon, 3.6GHz, 800 MHz	16GB DDR ECC-333 (8x2GB)	720GB(2x36GB) SCSI-15K RPM	Yes
23-00-04		11110.00	8332.50	2)-Xeon, 3.6GHz, 800 MHz	16GB DDR ECC-333 (8x2GB)	720GB(2x36GB) SCSI-10K RPM	Yes
23-00-04		8036.00	6042.00	2)-Xeon, 3.6GHz, 800 MHz	8GB DDR ECC-333 (8x1GB)	720GB(4x73GB) SCSI-10K RPM	Yes
23-00-04		7312.00	5484.00	2)-Xeon, 3.6GHz, 800 MHz	8GB DDR ECC-333 (8x1GB)	146GB(2x73GB) SCSI-10K RPM	Yes
23-00-04		7039.00	5316.75	2)-Xeon, 3.6GHz, 800 MHz	8GB DDR ECC-333 (8x1GB)	720GB(2x36GB) SCSI-15K RPM	Yes
23-00-04		7019.00	5263.25	2)-Xeon, 3.6GHz, 800 MHz	8GB DDR ECC-333 (8x1GB)	720GB(2x36GB) SCSI-10K RPM	Yes
23-00-04		7126.00	5344.50	2)-Xeon, 3.6GHz, 800 MHz	4GB DDR ECC-333 (4x1GB)	720GB(4x73GB) SCSI-10K RPM	Yes
23-00-04		6382.00	4786.50	2)-Xeon, 3.6GHz, 800 MHz	4GB DDR ECC-333 (4x1GB)	146GB(2x73GB) SCSI-10K RPM	Yes
23-00-04		6159.00	4619.25	2)-Xeon, 3.6GHz, 800 MHz	4GB DDR ECC-333 (4x1GB)	720GB(2x36GB) SCSI-15K RPM	Yes
23-00-04		6089.00	4566.00	2)-Xeon, 3.6GHz, 800 MHz	4GB DDR ECC-333 (4x1GB)	720GB(2x36GB) SCSI-10K RPM	Yes
23-00-04		6643.00	4982.25	2)-Xeon, 3.6GHz, 800 MHz	8GB DDR ECC-333 (4x512MB)	720GB(4x73GB) SCSI-10K RPM	Yes
23-00-04		5899.00	4424.25	2)-Xeon, 3.6GHz, 800 MHz	8GB DDR ECC-333 (4x512MB)	146GB(2x73GB) SCSI-10K RPM	Yes
23-00-04		5676.00	4257.00	2)-Xeon, 3.6GHz, 800 MHz	8GB DDR ECC-333 (4x512MB)	720GB(2x36GB) SCSI-15K RPM	Yes
23-00-04		5605.00	4203.75	2)-Xeon, 3.6GHz, 800 MHz	8GB DDR ECC-333 (4x512MB)	720GB(2x36GB) SCSI-10K RPM	Yes
23-00-04		6420.00	4813.00	2)-Xeon, 3.6GHz, 800 MHz	1GB DDR ECC-333 (2x512MB)	720GB(4x73GB) SCSI-10K RPM	Yes
23-00-04		5276.00	4237.00	2)-Xeon, 3.6GHz, 800 MHz	8GB DDR ECC-333 (2x512MB)	146GB(2x73GB) SCSI-10K RPM	Yes
23-00-04		5453.00	4089.75	2)-Xeon, 3.6GHz, 800 MHz	1GB DDR ECC-333 (2x512MB)	720GB(2x36GB) SCSI-15K RPM	Yes
23-00-04		5382.00	4036.50	2)-Xeon, 3.6GHz, 800 MHz	1GB DDR ECC-333 (2x512MB)	720GB(2x36GB) SCSI-10K RPM	Yes

**Support of Multiple Views:** Each Channel Partner or User is presented with only the products that they are engaged to sell, at the established price. Full Cross references of part numbers can be presented. Localization of content drives International revenue growth.

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## *Manage Multi-Tier Pricing, Part Numbers and Internationalization*

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### Benefits

#### Increase International Sales with Localized Content

Forrester Research has found that with language translation users are 3 times as likely to buy over the web. Suppliers have been able to realize dramatic growth by translating product catalogs into local languages.

#### Decrease Errors

Presenting only the approved parts at the approved price to channel partners and buyers removes the opportunity for error. This is especially critical in multi-tier channels where pricing can be complex. In international markets having local language translation is critical to preventing error

#### Manage SPIFFs and Alerts to the Channel

eXalt's flexible view engine offers several advantages in channel management:

- **Manage Channel Incentives:** Present SPIFF Alerts for each product right in the catalog! A custom SPIFF Program can be designed for each channel.
- **Alerts for Product Life Cycle:** Alert sales people and the channel as new products are introduced and older products are discontinued.

#### Increase Market Share

Making your products easier to sell, design and maintain will cause partners to switch away from your competitors. This growth in market share can be maintained for years to come as the views of the online catalog content is enriched with more channel specific personalization and content.

#### 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, it is imperative that suppliers get sales and marketing information to the field quickly.

eXalt Views allows suppliers to provide PRELIMINARY product information, training, sales tools and marketing collateral to the field in a controlled fashion. Permissions and access to PRELIMINARY information is controlled to only authorized personnel.

#### Manage Customized Private Label Products for End Users Channel Partners

eXalt's flexible view engine enables Suppliers to present customized or "Private Label Products" to specific end user or channel partners. The system allows suppliers to manage these "Custom SKUs" in the same repository and present them together to appropriate users and channel partners when appropriate.

#### Enter Once Reuse Many Times

eXalt slashes the delays associated with managing different product portals for different markets. eXalt allows local markets to place views over one central product repository. The result is that content is entered only once but can be reused and transformed many times.

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### Features

#### Views Based Transformation of Content

eXalt supports Views for Attributes, Parts or Documents. Suppliers can add an unlimited number of views to the catalog:

- **Column Views Facilitate Channel Based Pricing and Part Numbers:** eXalt Views is designed to present different attributes to different users based on Login. Extensive Part Number Cross References can be built to support multiple divisions or transition from recent acquisitions. Multi-Tier pricing can be setup across different channel partners.
- **Row Views Manages an Approved Parts List per Channel Partner:** eXalt Views manages different Approved Parts Lists in the database. Each Parts List or Row View can be attached to different users. The feature is ideal for project based parts management. Channel management is facilitated with ease, removing the burden of printing different catalogs per Geographic Market.
- **Document Views:** Different Reference Materials can be presented to different users based on login. Share confidential documentation such as Competitive Analysis, Case Studies or White Papers to only authorized partners.

#### Unprecedented Performance Through Views

eXalt Views allows unprecedented performance in search through multiple levels of views without sacrificing performance. Unlike conventional RDBMS systems which have major performance degradation as views are added eXalt Views maintains performance as views are added over the repository.

#### Build Views and Apply to Groups of Users Based on Login

eXalt Views allows the construction of multiple row, column and document views to be applied to individual or groups of Users. Views of different types can be combined providing an easy to manage environment.

#### Easy-to-Use View Building No Programming Required

eXalt Views allows non technical personnel to create and manage views. No programming is required as views can be built and managed through a GUI interface.

- **Establish View Criteria on Any Attribute:** eXalt Views supports view creation capabilities on all fields in the catalog.
- **Establish View Criteria by Unlimited Number of High Level Attributes:** Views can be created by specifying simple criteria such as Color=Black.
- **Create View by Any Combination of Attributes:** eXalt Views is designed to support view creation by an unlimited number of attributes per product category. Views can be very specific such as Cabinet = 19 Inches Wide, Color = Black, Depth = 30, Type = Universal.

With eXalt Views you present different versions of product content for each user.

#### Localized Presentation of Product Content

eXalt Views supports full Localized Presentation of Content. Each user is presented content transformed on-the-fly supporting multiple markets with a single repository. .

- **Language Translation:** eXalt Views can store specific translations for technical terminology for an unlimited number of languages.
- **Right Parts, Right Price:** eXalt Views insure that each user is presented only the products that they are authorized to sell or buy at the correct price.
- **Units of Measure:** Localization of content can be set so that Measurements are presented in metric in one geography and English in another. Users can dynamically perform conversion of numeric fields on the screen to assist in understanding.
- **Currency:** For international markets, Views can be established to present a default currency. Dynamic currency conversion is supported in the user interface.

#### Download Transformed Content

eXalt supports the download of View based Information into other programs easily without leaving the user interface.

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### **Prerequisites**

- **eXalt Select**

### **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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