



Enterprise class Server based On-Premise /On Demand .Net platform (windows 2003 server) and SQL server 2005, .Net 2.0/IIS, Internet Explorer 8 Client. Quick to implement and prototype working blueprints for your company

Ideal for		Applications
<ul style="list-style-type: none"> <li>Manufacturers</li> <li>Distributors</li> <li>Retailers</li> <li>Service Vendors</li> </ul>		<ul style="list-style-type: none"> <li>Supplier content aggregation and lifecycle management (SLM)</li> <li>Web content management and multi channel marketing (WCM)</li> <li>Product Lifecycle management and New product introductions (PLM)</li> <li>Web based global digital asset management with multi-tenant logins</li> <li>Global Single Item Master repository and New Items Setup /Classification</li> </ul>
Core Functionality		Description
1	<b>Web based Rich Database/Access</b>	<ul style="list-style-type: none"> <li>100% Customizable databases out of the box, specific to your company needs</li> <li>Dynamic DataCard design &amp; 100% flexible &amp; rich schema</li> <li>Hierarchy of data levels -Data Pyramid Architecture</li> <li>Inheritance, Sharing and Linking across Levels</li> <li>Rich attribute definitions (20+ types such as images, icons, videos, bullets etc)</li> <li>Unrestricted attributes and datacards</li> <li>Single Source Storage inside database</li> </ul>
2	<b>Roles /User Collaboration</b>	<ul style="list-style-type: none"> <li>Multi-tenant Roles and Access</li> <li>Permissioning &amp; security Model</li> <li>User assignments and login</li> </ul>
3	<b>Global Web based Data Entry</b>	<ul style="list-style-type: none"> <li>Auto rendering of forms</li> <li>Auto rendering of attributes</li> </ul>
4	<b>Data Quality &amp; Normalization</b>	<ul style="list-style-type: none"> <li>Validation and Quality, Error Prevention, optional taxonomy</li> </ul>
5	<b>Reporting</b>	<ul style="list-style-type: none"> <li>Extensible roles based Reporting</li> <li>Adhoc Reports</li> <li>Easy export to Excel - Customized on-demand</li> </ul>
6	<b>Search</b>	<ul style="list-style-type: none"> <li>Search (Adhoc)</li> <li>Advanced filter based search</li> <li>Extensible roles based search</li> </ul>
7	<b>Product /SKU Management</b>	<ul style="list-style-type: none"> <li>Support for Automatic SKU generation</li> <li>Auto External assembly dll /calculations</li> </ul>
8	<b>Lifecycle Management/ Status</b>	<ul style="list-style-type: none"> <li>Attribute Based</li> </ul>
9	<b>Approval /Workflow</b>	<ul style="list-style-type: none"> <li>Yes /No approval, Activity flags</li> </ul>
10	<b>Muti-Company/Brand/Country</b>	<ul style="list-style-type: none"> <li>Company specific ItemMaster /Global Master Source</li> <li>Language support</li> </ul>
11	<b>Presentation (Look &amp; Feel)</b>	<ul style="list-style-type: none"> <li>Custom style sheets presentation support, default html</li> </ul>
12	<b>DataExport /Channel Syndication</b>	<ul style="list-style-type: none"> <li>Webservices for Integration</li> <li>Datapool Integrations &amp; Multichannel Marketing</li> <li>Excel Export</li> </ul>
13	<b>DataImport / Legacy management</b>	<ul style="list-style-type: none"> <li>DataImport via Excel</li> <li>Server Supplier standardized template Mapping</li> </ul>
14	<b>DataSheets</b>	<ul style="list-style-type: none"> <li>Built-in SQL reporting engine reports</li> <li>html print/email outputs and optional Adobe PDF</li> </ul>
15	<b>Supplier Data Management</b>	<ul style="list-style-type: none"> <li>Supplier management module</li> <li>Supplier login and PLM for their own Products and collaboration</li> </ul>