

Creating a Dynamic Catalogue

Content Management from Intoscape for online, off-page and call centre solutions

For most catalogue-based retailers, creating and offering a product set which can keep pace with customer needs and market conditions presents huge operational and management challenges.

Yet, catalogue-based retailers have created a thriving industry which delivers superb choice and value to millions of customers. Leading the way in product diversity, pricing and service are central objectives to an industry which thrives on competition and where customers are only too willing to shop around. Sitting at the heart of everything are the catalogues, which are becoming bigger and better but more difficult to manage all the time.

Tough challenges in the most competitive markets

Traditional approaches to catalogue creation and management have struggled to overcome some fundamental hurdles. Keeping catalogue content accurate and fresh, prices competitive and margins controlled creates a tough trading environment which is often costly and inefficient to service.

Constantly changing competitive price points and stock availability limits the ability of many retailers to effectively develop their product diversity, manage pricing and keep pace with rivals.

The effect on catalogue businesses can be dramatic – product diversity and ultimately the size of each catalogue is restricted by the ability of the retailers to manage their supply chain and stock. Pricing, margin and profitability are governed by inefficient processes and poor competitive analysis. Consumers often struggle to find what they want right away, eroding loyalty and restricting growth.

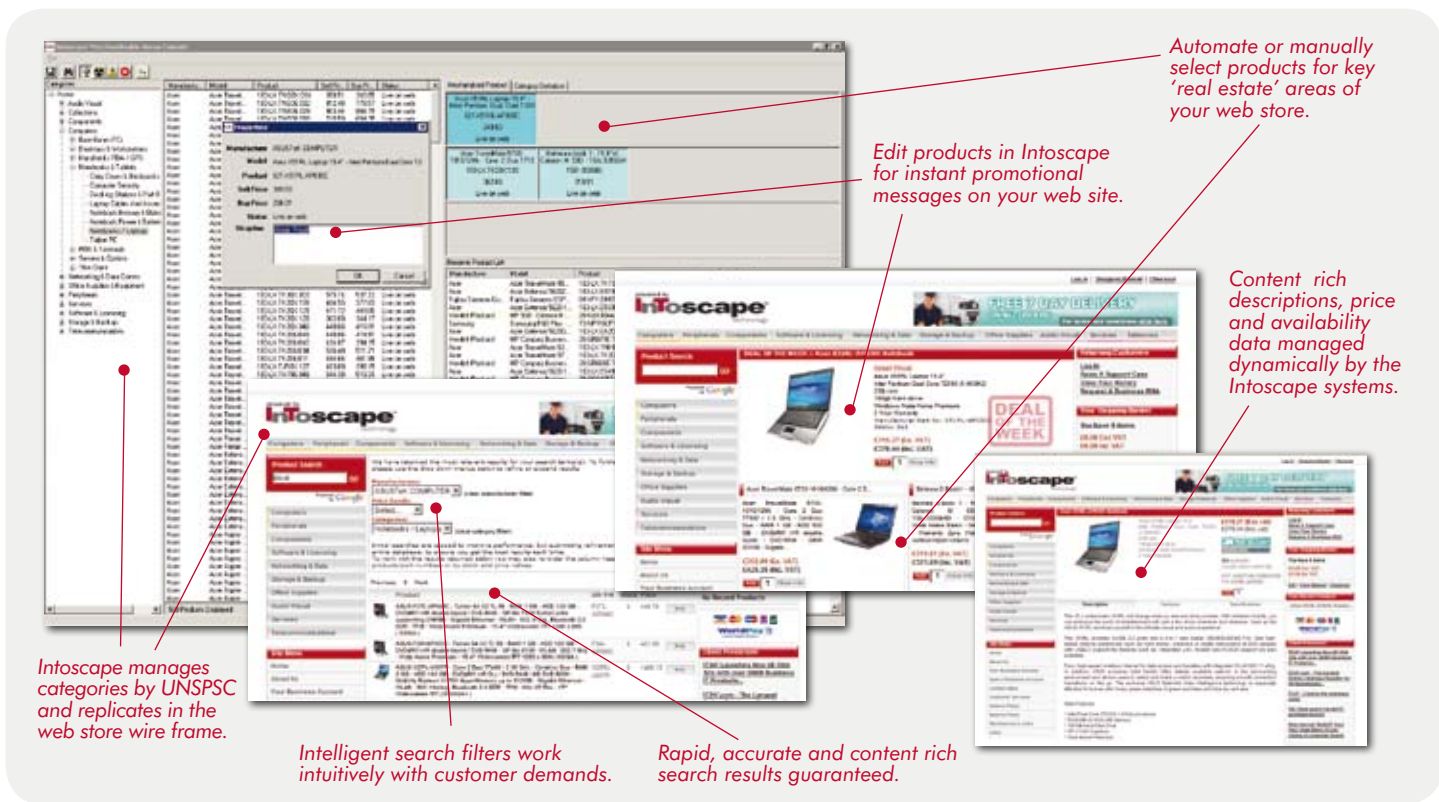
For retailers, this presents a frustrating backdrop to a market where a truly dynamic approach to catalogue management can deliver a huge range of dramatic benefits.

Intoscape delivers dynamic catalogues

- Intoscape allows you to take proactive and immediate control over your supply chain. Greater visibility of more suppliers secures better pricing, offers more lines, takes advantage of virtual warehousing and drop shipments, avoiding the need to tie capital into stock holding.
- Intoscape provides unrivalled insight into competitor pricing by enabling you to electronically and intelligently monitor all your competitors to position your prices exactly where you want to be in the market.
- This dynamic and informed approach allows automatic price setting based on your business rules, and without the need for micro-management. Pricing can be set with absolute confidence, removing the fear of either selling at a loss, or too cheaply when the market could sustain higher price levels.
- Publish selected products which meet the business rules set directly to the catalogue, without the need to employ designers, web developers or content management staff.
- Edit content in the product record and see those changes automatically updated on to a web store or a CRM system instantly.

How is Intoscape helping catalogue businesses to thrive?

- Enabling them to bring far more products to market.
- Building better margins from broader supplier choice and better use of virtual warehousing options.
- Fewer staff can manage greatly enlarged catalogues.
- Providing the opportunity to try new or diversified products quickly without risk to capital in stock, or human resources.
- Users can react instantly to market changes and competitor activity.
- Accurate content at “Point Of Sale” is automatically maintained by dynamic processes and controlled by user-defined business rules.
- A low risk, lower cost alternative to traditional business models for catalogue businesses.



Intoscape manages categories by UNSPSC and replicates in the web store wire frame.

Intelligent search filters work intuitively with customer demands.

Rapid, accurate and content rich search results guaranteed.

Edit products in Intoscape for instant promotional messages on your web site.

Automate or manually select products for key 'real estate' areas of your web store.

Content rich descriptions, price and availability data managed dynamically by the Intoscape systems.

The importance of operating a dynamic catalogue

The quality, range and relevance of retail stock is central to success for catalogue-based businesses, who face a variety of tough challenges:

- Catalogue-based retailers must respond quickly and effectively to market conditions to develop new and attractive product lines to guard against competitor expansion.
- They also need to maximise their opportunity to sell to existing customers with effective up-sell and cross-sell strategies. The ability to add additional and relevant product lines helps protect existing market position for core, repeat customers, giving them less reason to go elsewhere for items not currently stocked.
- Retailers who can diversify to supplement their existing offerings with new types of product can offer a more interesting and agile proposition to both existing and potential customers. Dynamic generation of catalogue content is central to this challenge.
- Retailers increasingly need to build equity as market leaders by becoming a one-stop shop – being able to effectively expand and manage highly diverse product lines can present severe difficulties for traditional approaches to catalogue management.

“Catalogue automation allows us to achieve a lot more, a lot faster and with fewer staff”

Going 'dynamic'

Given the speed at which retail markets move – particularly those with a strong online presence – the ability of technology to support business objectives is key.

Effectively integrating supply chain, business intelligence and content management functions sits at the heart of offering catalogues to consumers which are diverse enough, competitively priced and effectively stocked.

Catalogue owners must look towards dynamic, automated solutions which allow them to scale their businesses according to need, while reducing administrative overheads. The ability of retailers to both react to, and create, customer demand based on service will remain central to success for online e-retail web stores, paper catalogues and call centre based businesses.

Learn more about dynamic catalogues and Intoscape

- See how Intoscape users can select many thousands of products and automatically publish to a live web site whilst synchronising information with secure back office CRM and ERP systems.
- Book a WebEx demonstration focused on Creating a Dynamic Catalogue.
- Arrange a site visit from TCM experts to discuss implementation and commercial objectives for an Intoscape licence in your business.
- **Call direct on 0845 460 4500 or visit our website at www.intoscape.com, for case studies, news and further information.**