

The Complete E-Commerce Solution for Manufacturers

THE CUSTOMCOMMERCE SOLUTION

TechniCon's CustomCommerce dramatically reduces the time required to select and specify semi-custom parts engineered to meet specific size and performance needs.

Our Web-based system finds product solutions on-demand, offers rules-based product configuration, and delivers dimensionally accurate CAD models and bills-of-materials.

A CUSTOMER-CENTRIC APPROACH

To be successful, manufacturers must give their customers and salespeople quick and precise access to product information. It's that simple.

When customers make fast and educated decisions, sales cycles decrease, the cost-per-sale is reduced and the return-on-investment rises across the entire organization.

CustomCommerce allows you to quickly and easily sell complex, highly-configurable products over the Web.

Our technology allows your customers to not only find the right products, but to also see how those products will appear once installed. And that means a shorter sales cycle.

Our product visualization tools can demonstrate how a part operates or a product is assembled. Interactive 3D models eliminate misinterpretations that are often inherent in static diagrams.

Combining product specification and sales software with leading-edge product visualization technology, TechniCon offers unique solutions for industrial manufacturers and their customers.



ACHIEVING THE DESIGN WIN

The challenge facing industrial part manufacturers is to differentiate your organization and products in order to achieve the "design win."

According to recent studies, 80% of the parts originally designed into a product are later used in production. Achieving the design win puts you in a position to secure a long-term revenue stream.

CustomCommerce helps you achieve design wins by making it easy for your customers to specify your products early in the design process. Using a Web browser, design engineers can take advantage of self-guided product selection and configuration tools to select and customize parts.

Design engineers typically spend 25-40% of their day searching for standard parts to build into an assembly. Too much of this time is spent modeling the geometry of parts, as CAD data is unavailable.

Component suppliers can gain a competitive advantage by making CAD data readily available from the Web.

PROVIDE NATIVE CAD DATA

E-commerce is supposed to increase efficiency without changing the way your customers run their businesses. It's especially important for product designers that the e-commerce system support the design tools they've chosen to use.

With CustomCommerce, your customers can quickly and conveniently download CAD models in a broad range of CAD formats, including AutoCAD, Inventor, Pro/ENGINEER, CATIA and SolidWorks. Supported neutral formats include IGES, ACIS, STEP, VDA, VRML and Parasolid.

TOTAL SYSTEM INTEGRATION

Manufacturers require platform-flexible solutions that integrate with their existing business systems.

With CustomCommerce, you get easy integration with CAD, order status, billing, and corporate purchasing systems. Your e-commerce system will be available to every office and department in your organization.

You'll also appreciate how CustomCommerce's Web compliance allows it to be "co-branded" with your company's Web site design and navigation scheme to match your overall Web strategy.

KEY FEATURES AND BENEFITS

Legacy-to-Web Tools

You never need to re-enter your legacy data. Using our proprietary tools, you can extract existing information such as product descriptions, feature sets and CAD data, and publish it to the Web. Data is re-purposed automatically, transforming design data into marketing data.

Product Selection and Configuration

Our product selection and configuration tools eliminate the guesswork for your customers, allowing them to quickly locate the right product, even if you offer thousands of products with a million variations.

Customers can narrow their options by using parametric search, industry-specific wizards, rules and constraint-based auto-configurators, hierarchical trees, and direct specification of product names and SKUs.

Online Catalog

CustomCommerce replaces your cumbersome paper catalogs. On the road or in the office, your salespeople and customers can quickly and easily access your product offerings from the Web.

CustomCommerce catalogs are quickly built, easily maintained, support multiple price lists, and allow a complex set of options and accessories to be associated with each catalog item.

Three-D Product Models

Interactive 3D models provide customers realistic views of each product's options and features.

TechniCon's proprietary technology automatically removes your products' internal design content

and publishes only the external geometric envelope, enabling you to publish rich 3D content without compromising intellectual property.

Reduced Cost-Per-Sale

Your customers can view every product and variation you offer on the Web, allowing them to make educated decisions without the need for expensive repetitive sales calls and back-and-forth design cycles.

Faster Sales Cycle

In the past, product selection could take an entire business day. CustomCommerce lets your customers choose the right products within minutes, and enhances your sales staff's ability to make timely and accurate quotes.

Increased Customer Loyalty

CustomCommerce has a simple yet powerful formula: allow customers to choose products easily, quickly and accurately, and they'll come back again and again.

A Single Source for All Your E-Commerce Needs

TechniCon provides everything you need for a successful e-commerce initiative: industry-leading software, content development, Web site hosting, system integration, support and training.

ABOUT TECHNICON

Founded in 1987, TechniCon is a leading provider of e-commerce solutions for complex products.

TechniCon's roster of customers includes: DaimlerChrysler, John Deere; SMC, the world's largest manufacturer of pneumatic components; and Airpax, a world leader in the design and manufacture of magnetic circuit breakers.

The screenshot shows the 'CONFIGURATION' view of the 'Product Selector' interface. It features a 'part list' on the left with icons for various components. The main area displays a 3D model of a 'C(D)UK, Single Acting, Non-rotating Rod' with a 'Part Number is valid' message and a configuration code 'C D U K 16 - 10 T - A90V'. Below the model is a table of configuration options:

Select values from the drop down lists to configure the part number (from left to right)	
Magnet	D (Built-in Magnet)
Bore Size	16mm
Stroke	10mm
Action	T (Single Acting Spring Extend)
Auto Switch	A90V- Reed, DC Volt, AC Volt, Vertical, 0.5M
Number	2 pcs. (Or None in the Case of No Switch)

Buttons at the bottom include 'Save Part', 'Update Part', 'Sizing', 'View 3D Model', 'View 2D Drawing', and 'Download CAD File'.

The screenshot shows the 'SIZE APPLICATION' view of the 'Product Selector' interface. It features a 'part list' on the left. The main area displays a 'Double Acting Single Rod' diagram with 'Loading and Orientation Diagram' and 'Pitch' and 'Roll' labels. Below the diagram is a 'Sizing Results' box showing 'OK' status and 'Theoretical Output (Push)' of 100.08 kgf. To the right is a 'Specify Loads' form with fields for 'Applied Force', 'Set Mass Load', 'Load Offset', and 'Mounting Angle'. A 'Clear Form' button is at the bottom right.

FOR MORE INFORMATION

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