CNET Channel Fact Sheet

Company

Over 2,100 high technology manufacturers and channel businesses around the world depend on CNET Channel to deliver world-class content solutions that maximize their sales effectiveness and minimize the cost and complexity of providing accurate and useful product information. As your partner for growth, CNET Channel can deliver the right content solutions – a combination of structured product information, applications/tools and customized services – that integrate directly into your existing systems, and offer the highest possible ROI. Companies using CNET Channel comprise about 80 percent of all primary channel businesses in the U.S. and Europe, as we enable them to continually lead in customer service, innovation and online sales effectiveness.

Products

DataSource™

Fuel your website with the most comprehensive product content solution available to power custom datasheets, incredible searches and side-by-side product comparisons as well as a host of other applications. DataSource enables technology resellers, retailers, distrib-utors, VARs, shopping destinations and manufacturers to convert vast amounts of non-standardized product information from multiple sources into consistent content for electronic product catalogs. CNET Channel aggregates OEM product information, processes it into a standard product data model and stores the standardized data in a structured data repository. DataSource delivers the most technolog-ically sophisticated, cost effective product content delivery solution in the industry.

ChannelOnline™

ChannelOnline is a sales cycle automation solution that enables small to medium-sized VARs to improve customer service, sales productivity, and sourcing profitability. Instead of accessing multiple applications, websites, and documents, salespeople now have a single work environment for all steps in the sales process: researching products, creating quotes, sourcing, pricing, determining availability, confirming the order and integrating it all to the back-office. To ensure speed an accuracy, buyers use the same system to determine the best source to fulfill each order, leveraging constantly-updated product and pricing information from thousands of manufacturers and all major U.S. distributors. More than 3,000 VAR professionals in the U.S. and Canada use ChannelOnline each business day. And, over 540,000 IT and consumer electronic products are accessible through ChannelOnline.

Intelligent Cross-Sell™

Intelligent Cross-Sell (ICS) is a Web service that helps retailers identify and cross-sell complementary products, such as the best accessories for a notebook computer. ICS works like a good salesperson thinks: Is this accessory compatible? Is it by a featured man-ufacturer? Is it popular? Profitable? Retailers can target cross-sells by these and many other factors. Based on the targeting, ICS selects, delivers, and measures the resulting cross-sells—allowing retailers to sell more by providing customers with better choices.

PartnerAccess Premium™

PartnerAccess Premium enables manufacturers to utilize CNET Channel's distribution network to automate and streamline each step from content creation and launch through product content delivery and tracking. With PartnerAccess Premium, manufacturers gain more control of product information communication and its utilization by channel partners — ultimately maximizing sales, expanding their reach to more channel partners and providing a better customer experience.

DataPaq™

DataPaq Basic, DataPaq Select and DataPaq Premium are product content solutions for small to mid-sized resellers, combining extensive CNET Channel product content with actionable pricing and procurement information from Tech Data. By implementing DataPaq, technology resellers can populate their Web sites, both internal and external, with complete product information covering Tech Data's entire catalog and empower end-users to build custom data sheets in order to make faster, better-informed buying decisions.

Memory Selector™

The industry's only multi-supplier memory configurator, Memory Selector has timely technical information on over 34,000 notebooks, desktops, PDAs, digital cameras and MP3 players that cross-reference over 170,000 potential memory modules. Channel businesses and consumers use Memory Selector to guide accurate and rapid selection of appropriate memory products for upgrade or configura-tion. Memory Selector enables volume sellers of memory components, such as distributors and specialist retailers, to optimize their sales process and generate the high volume orders required to offset tight margins.

Production

SKU Production

- Approximately 3,300,000 SKUs in production
- An average of 70,000 new SKUs created each month
- Product specifications available in 15 languages
- Marketing descriptions available in 10 languages
- More than 10,000 vendors served

Supported Product Classes & Categories

- IT Products:
    - (9) main classes: systems, memory, storage devices, input devices, output devices, networking, software, office machines, learning resources
    - (63) unique IT categories

- Consumer Electronics Products:
    - (5) main classes: video, audio, cameras/optical systems, consumer electronics options, communications
    - (40) unique consumer electronics categories

- White Goods*:
    - (2) main classes: large appliances, small appliances
    - (17) unique white goods categories   * UK, France and Germany markets only

- Pro-sumer Photo & Video**:
    - (5) main classes: studio equipment, darkroom, photo storage & presentation, professional video, professional audio
    - (19) unique white goods categories   ** U.S. market only

Services

Working closely with customer workgroups, CNET Channel Professional Services consultants apply proven best practices, as well as industry and technical expertise to help you to rapidly develop and implement an optimum solution – within weeks instead of months. CNET Channel's Professional Services methodology supports business exploration/evaluation, on-site installation, user documentation, and project management throughout the implementation lifecycle. Packages include:

- Parametric Search & Custom Categorization
- ProductViewer Application
- DataSource™ Database Integration
- Content Publishing
- Accessory Selectors
- Product Comparisons

Customers

CNET Channel powers e-commerce platforms with content solutions for over 2,100 channel businesses in 35 markets.

Partial Client List: North / South America

American Express
Best Buy
CDW
CompuCom
Dell
HP
Insight
Multiple Zones
OfficeMax
Software Spectrum
Tech Data
Yahoo!

Partial Client List: Europe / Asia Pacific

3Suisses
Actebis
Carrefour
ciao!com
Computacenter
dabs.com
Harris Technology
Kelkoo
Novatech
Scribona
Systemax
wstore

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CNETChannel
powering content