

Our products and services

Standardized and normalized product information—Building the foundation

DataSource™ powers Web sites with the most comprehensive product information available for custom datasheets, refined searches, side-by-side product comparisons, and a range of other applications. DataSource provides technology resellers, retailers, distributors, portals, and manufacturers a global source for consistent content to power their electronic product catalogs. By taking non-standardized product information from multiple manufacturers, processing it into a standardized product data model, and storing it in a structured data repository, DataSource delivers the most complete, cost-effective product content delivery solution in the industry.

Suggestive selling— Increase cross-sell, up-sell and add-on's

Intelligent Cross-Sell™ simplifies how e-commerce retailers automate and optimize the cross-selling of accessories and complementary products to increase order sizes. With a single interface, retailers can establish desired product strategies, gain more control over cross-sells, up-sells and add-ons, improve the quality of accessory merchandising, and enhance the overall user experience by providing more relevant product suggestions to their customers.



Professional reviews and ratings – Provide purchase confidence

CNET Content Solutions offers publishable product reviews as a service through our partnership with alaTest.com, an independent global review aggregator. Resellers, retailers and distributors can access more than 7 million aggregated and analyzed professional product reviews from more than 700 Web sites and magazines around the world.

Compatible accessories—Deliver the right product and reduce returns

Our multi-manufacturer product selectors enable resellers to sell more accessories and consumables on their Web site. Our comprehensive product selectors ensure that customers find products that are compatible with their devices, increasing customer satisfaction and reducing product returns. These selectors are hosted solutions, powered by CNET Content Solutions' DataSource, and updated daily. We provide three product selectors: Memory, Ink & Toner, and Battery & Power.

Control and manage product information—Influence the channel

PartnerAccess™ allows manufacturers to control their product information all the way through the channel. Through the use of an online portal, manufacturers can automate and streamline each step of the product content management process. From content creation and launch, through product content delivery and tracking, PartnerAccess allows manufacturers to integrate directly into our content production process and distribution network of over 2,100 channel partners.

Synchronize sales activities—Automate back office functions and merchandising

ChannelOnline™ is a sales cycle automation solution that's designed to give small to medium-size resellers all of the operational advantages of their large competitors—empowering them to maximize margins, grow revenues and increase customer satisfaction. ChannelOnline is a hosted service that automates key business processes and transactions, from quoting and procuring to e-commerce, giving resellers control over the complete sales cycle.

Customer benefits

Reduce costs and increase profitability

Remove in-house development overhead, automate process-management areas of your business, and redeploy resources to better support core competencies.

Improve product content management

Maximize your sales and marketing investment through better management and distribution of your product information.

Provide better choices and a better experience

Build intelligence and customization into your e-business to empower your customers to find the right products in a rich, yet easy-to-use environment. ChannelOnline™ is a sales cycle automation solution that's designed to give small to medium-size resellers all of the operational advantages of their large competitors—empowering them to maximize margins, grow revenues and increase customer satisfaction. ChannelOnline is a hosted service that automates key business processes and transactions, from quoting and procuring to e-commerce, giving resellers control over the complete sales cycle.

Customized solutions— Understanding unique business needs

CNET Content Solutions provides custom services that can help you drive value to your business. Our methodology supports business exploration and evaluation, product development, on-site installation, user documentation, and project management with world-class support throughout the implementation life cycle.



CNET Content Solutions (www.cnetcontentsolutions.com), a division of CBS Interactive, is the world's leading independent source of product information. With detailed content on more than 3 million technology products in 15 languages, CNET Content Solutions converts shoppers into buyers by providing product information and creating solutions that empower businesses to improve their customer experience and bottom line. Customers include CDW, Computacenter, Dabs.com, Dell, Hewlett-Packard, Insight, Microsoft, OfficeMax, PC World Business, Tech Data, and Yahoo.

**We understand your business and challenges you need to solve
– apply proven best practices to your e-Business.**

To learn more, go to www.cnetcontentsolutions.com

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