

## 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.

