Online Catalog is a powerful online sales tool and a single point of contact for product information for Your Customers.

The I.T. top-rated companies generate more than a half of their total revenue from online internet operations:

Company	URL	On-line revenue	Overall
Intel	www.intel.com	$25,900,000,000 (85,1%)	$30,400,000,000
Cisco Systems	www.cisco.com	$20,740,000,000 (87,4%)	$23,715,000,000
Compaq Computer	www.compaq.com	$19,700,000,000 (48,7%)	$40,400,000,000
DELL Computer	www.dell.com	$16,300,000,000 (50%)	$32,600,000,000

? Is your content as reliable, comprehensive and up to date, as it could be?

IT4profit is.

Rich detailed information. IT4profit product content includes all product data: name, descriptive information, technical specification, marketing, packing, logistics and warranty information.

Image support. I.T. product information is enriched with either thumbnail and high-resolution image or hot media presentation to support customer's choice.

Completeness. IT4profit e-Catalog contains information about more than 8000 I.T. products from more than 80 manufacturers and continually growing.

Reliability. Comprehensiveness and reliability of the content is guaranteed by exclusive source of technical information provided by manufacturers, as well as by skills and experience of IT4profit content managers.

Multilingual support. Product information is available in 12 main languages to provide best service to your customers all over the world.

Standard compliancy. IT4profit product content is RosettaNet compatible. This allows product information to be exchanged with various business partners, with e-procurement platforms in a variety of industry-standard formats (e.g., XML, its derivatives).

Additional info. All products provided with links to additional information

"This must be the most flexible and comprehensive e-Catalogue we've seen!"

Bert Nagelhout, Sales Director
Advanced Machines Distribution BV,
The Netherlands

IT4profit e-Content Publisher. Saving Your Investments

IT4profit have developed a new service in e-content/e-catalog management.

e-CONTENT PUBLISHER, provides you with the ability to deliver IT4profit e-Catalog content to your own website in real time mode. Every time your customers request certain product information on your website, it will be delivered from IT4profit directly to your website.
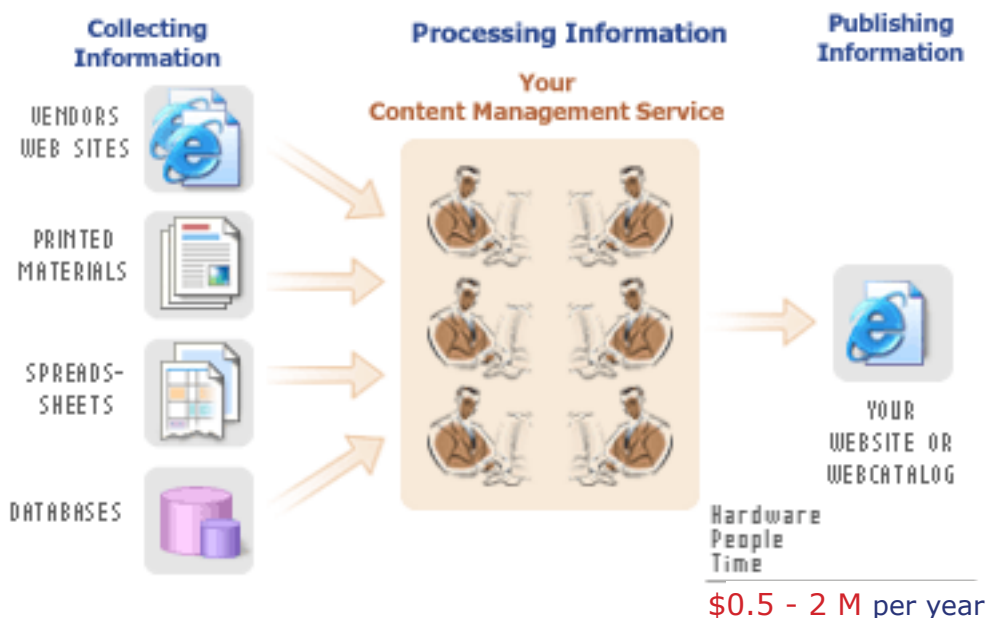
?   Are you maximising the potential of your e-content?
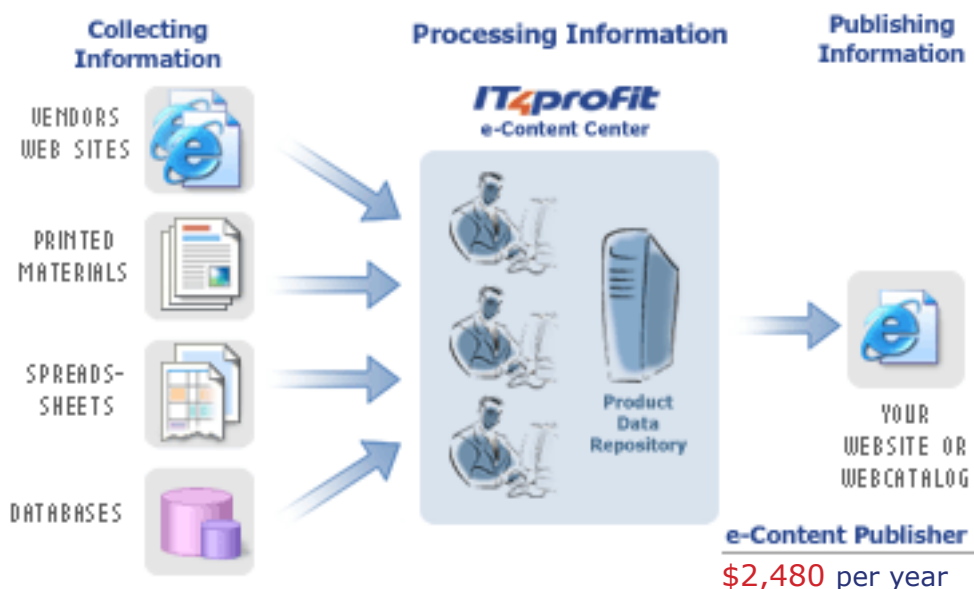Why invest in own content management service to manage your
product information?
You can get ready I.T. catalog content from IT4profit for only $2,480 per year.

Traditional process :

Collecting Information	Processing Information	Publishing Information
VENDORS WEB SITES	Your Content Management Service	YOUR WEBSITE OR WEBCATALOG
PRINTED MATERIALS		
SPREADS- SHEETS		Hardware People Time
DATABASES		$0.5 - 2 M per year

IT4profit e-Catalog Publisher:

Collecting Information	Processing Information	Publishing Information
VENDORS WEB SITES	IT4profit e-Content Center	YOUR WEBSITE OR WEBCATALOG
PRINTED MATERIALS		
SPREADS- SHEETS	Product Data Repository	e-Content Publisher
DATABASES		$2,480 per year

IT4profit e-Content Publisher. Maintaining Your Brand Consistency

e-CONTENT PUBLISHER can deliver IT4profit e-Catalog Content in accordance with your corporate Look & Feel.

e-Content Publisher provides you with the ability to manage colours and styles of product cards, to put your company logo and even to use the advertising space on product cards.

According to Forrester Research, *"The more content-oriented a site is, the more reason it gives people to buy. Content is one of the main drivers of purchases online."*

? Do your presentation and content give customers enough reasons to buy? Why not advertise to your customers while they browse?

IT4profit e-Content Publisher gives you the following opportunities for the Product Card customization:

Logo: You can insert your company Logo or Name.

Template: You can use one of the standard templates or customize one according to your corporate look & feel. On the template you can change colours, fonts, texts.

Line: Line is a space on the item card that could be used at your discretion. For example:
- To place your company slogan
- To place your special offers, hot products promotion, invitation to special events, etc.
- To fill it with the background in accordance with your corporate Look & Feel.

Shopping Card Address: You can integrate IT4profit product cards with your existing online sales tools by inserting your Shopping Card Address. This address will be used by your customers when shopping on your website. Your customers can add the required product item directly to their shopping cards by pressing "ADD TO WISH LIST" button.

e-Content Publisher Benefits

IT4profit e-Content Publisher is a cost effective service that allows:

• Deliver I.T. product information directly to your web-site or your online catalog;
• Customize ready I.T. product information in accordance with your corporate style;
• Get regular new product updates in your e-Catalog;
• Get tracking/statistic reports;
• Eliminate capital expenditures related to own content management department support, such as: salaries, computer equipment, CMS software, additional web traffic, etc;
• Accelerate product time-to-market due to immediate product information release.

The new service has definite benefits for your business:

• Increased sales
• Customer retention
• Time and cost efficiencies
• Accelerated time to market
• Maintain brand consistency
• Easy accessible new product information

Customer benefits:

• Single point of contact for product
• Detailed product information
• Easy to use

How to subscribe to IT4profit e-Content Publisher

• Fill in the online Registration form at www.IT4profit.com
• Receive the Invitation Letter and activate your account for 7 days trial period
• If satisfied with the service provided, extend your membership

To find out more about the value e-Content Publisher adds to your business, contact to
 catalog-content@IT4profit.com or subscription@IT4profit.com