



Solutions for Business

ProductCenter transforms your website visitor's online experience with the ability to easily compare and choose products

Enhance your ability to engage your customers online using proven technologies — and provide best practice customer service.

# ProductCenter

Interactive product search & purchase tool

## Introduction

ProductCenter is a graphical Adobe Flex application to use within your public web site to enable customers to quickly and easily view and select products.

## Overview

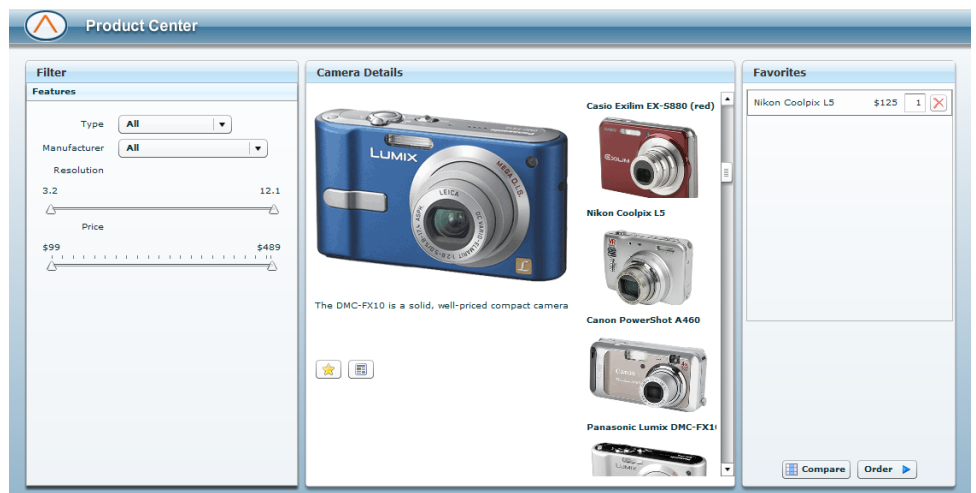
ProductCenter is a fully configurable, online product catalogue solution. Through an intuitive and modern user interface, your web visitors are guided through your product catalogue to find and compare products.

Embedded within your public web site, ProductCenter is completely skinnable and configurable to match your site's look & feel.

Maintaining the product web catalogue is extremely quick, easy and requires no programming knowledge. Product configuration uses an elegant property-matrix editor. By making changes to the product catalogue, your web site is updated in real-time.

The application integrates directly with your e-commerce facility, in order to enable users to complete the transaction after they have found the product of their liking.

## The User Interface





Solutions for Business

## Why Use ProductCenter?

Is your organization committed to providing online customer self-service?

ProductCenter offers you a modern, low-cost solution that will transform your visitors' online experience.

- Increase sales
- Quick and easy implementation
- Compelling, modern interface
- No programming knowledge required
- Fast, simple and real-time maintenance of product catalogue
- Integration with payment gateway
- More engaging experience and improved online service to customers.

## The Admin Console

Product listing based on input in 'products' tab

Product attributes are displayed with the product and enable visitors to search & compare

Add product details to display in your catalogue

Product	Price	Model Series	Network
Nokia 3100 Blue	350	3000	
Nokia 3100 Pink	588	3000	
Nokia 3120	980	3000	
Nokia 3220	980	3000	
Nokia 3230 Bronze	980	3000	
Nokia 3230 Silver	180	3000	
Nokia 3650	980	6000	
Nokia 6010	180	6000	
Nokia 6620	650	6000	
Nokia 6630	650	6000	
Nokia 6670	180	6000	

## Benefits

With ProductCenter, your online visitors will enjoy a smoother online experience, while your organization benefits from a flexible and easily maintainable complete product catalogue.

### For your organization

- Increase sales
- Reduced cost and risk of maintaining the online product catalogue
- Increased online experience for your customers
- Reduced cost of operations
  - reduced traffic to your customer service desk or call centers
  - improved cash flow (daily sales outstanding) through direct integration with your e-commerce facility
- Reduced time-to-market
  - no development required
  - very scalable with reasonable cost

### For your visitors

- Easier, more convenient and intuitive interface
- Convenient 'one stop' service for comparing and choosing products
- Users can store their selection and comparisons for future viewing

## Contact us

Avoka Technologies

**USA** Ph: +1 650 279 0604  
**Australia** Ph: +61 2 9976 4500

Email: [info@avoka.com](mailto:info@avoka.com)

[www.avoka.com](http://www.avoka.com)