

Epitomy Publisher

The right part, first time, every time



Epitomy Publisher—Benefits

Reducing costs by:

- Dramatically improving publishing efficiency in conjunction with Epitomy Data Manager
- Significantly improving order errors through the use of powerful intelligent search engine technology combined with client branded interface.
- Eliminating the cost of printing, distributing and updating paper manuals and CD-Roms.
- Making part data updates and real time stock availability instantly accessible to all dealers.

Increasing parts sales by:

- Providing an easy to use graphic interface with a powerful intelligent search engine so making correct part identification and purchase simple.
- Increasing both the speed & accessibility of part data & identification.
- Delivering an easy to use e-commerce function making the ordering/purchasing of parts simple and intuitive as well as secure.

Epitomy Publisher—The right part, first time, every time

Parts divisions of major manufacturers can represent up to 50% of company profitability and 25% of turnover, according to AMR Research. Whatever the size of your company, ensuring the efficiency of your parts aftermarket can help you optimise sales whilst also reducing the cost of selling so delivering a tangible return on investment. **Epitomy Publisher** offers the manufacturers of complex capital goods and their dealers a web-based product information management solution delivering both technical product support and online sales capability. The solution is customisable to reflect your brand, specific feature requirements and to integrate with your company ERP.

Epitomy Publisher combines the global access of the internet with the comprehensive catalogue functionality required to deliver highly technical mechanical components. These features, added to an attractive, highly graphic 3D user interface and supported by Epitomy's partnership with **Lattice Technology**, create a powerfully branded service and sales channel that can help you distinguish your company. In today's competitive marketplace you need to be noted by your brand and service as well as by the quality of your parts.

To find out more, contact Epitomy on:

Tel: 0114 258 0404

Email: enquiries@epitomy.com

View: www.epitomy.com

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Epitomy Publisher links product, technical and marketing information presenting them in an easy to use graphical format complete with e-commerce functionality.

Epitomy Publisher can be configured as a stand alone application or as an integrated application with Epitomy Data Manager.

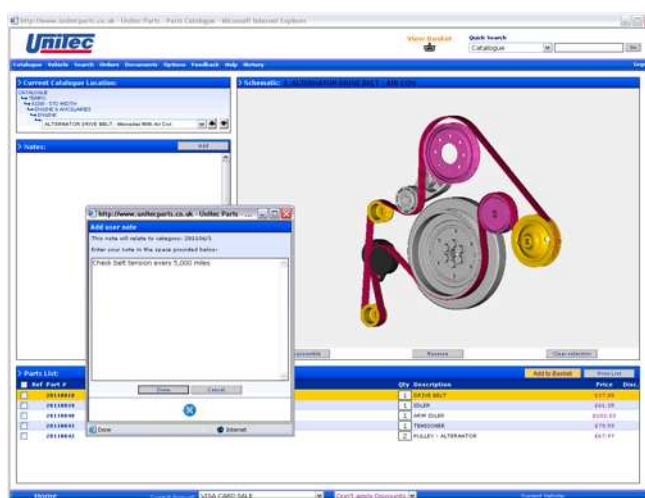
Epitomy Publisher offers the additional benefits of:

Improved service by:

- Increasing workshop efficiency with reduced part search times and order errors.
- 24/7 access to real time stock availability and prices.
- The individualisation of pricing and offers to specific dealers through password security
- A highly graphic 3D solution that provides hot spot capability and allows the user to explode diagrams.
- Ease and speed with which product information can be updated.

Delivering your brand through:

- Customising the interface to reflect your corporate identity and service values.
- Creating an additional communications vehicle through which you can communicate, deliver promotions and enhance your reputation and service delivery to your dealer base.
- Offering a highly graphic 3D solution.
- Delivering multi-lingual capability including Chinese and Arabic.



Epitomy's Technology: Scalable, Reliable & Secure

Epitomy's applications are built on the Microsoft.NET Framework and feature n-tier DNA architecture. Extensive testing both in the field and through load simulations has confirmed the high scalability of this architecture. XML (Extensible Mark-up Language) is deeply embedded within all of Epitomy's products. It is the widely accepted format for structuring, storing and representing business data. Meanwhile Epitomy's products provide a range of security features from the encryption of passwords, across configurable roles for users to logging users' activity for audit trail purposes.

For a product demonstration, contact Epitomy on

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