

Genie Product Information Data Sheet

Catalog Genie

Catalog Genie is a complete software solution that gives users the ability to quickly and easily design and generate highly customized catalogs.

Product Benefits

Data Management

You can maintain all your product information including graphics and text files in Catalog Genie. You can maintain as many product modifiers (attributes such as color, weight, material) as you like.

Catalog Management

You can define and edit catalogs by selecting categories, products, and parts (items, skus). These catalog definitions are then saved for future publishing.

Customer Relationship Management

You can give every customer their own catalog with unique prices, categories, products and graphics.

Reduced Catalog Production Time

You can create catalogs that can be tailored and marketed to micro-segments without having to undergo the painstaking process of redesign of pages. You no longer have to cut-and-paste, drag-and-drop product after product.

Distributed Access

You can have remote sale people or distributors use Catalog Genie to create and print their own catalog editions.

Link to E-catalog Database

You can have Catalog Genie be linked to your e-catalog database and have your print catalogs share the same up-to-date information as your web version.

Features

Built-in Database Management System

Catalog Genie uses Microsoft® Access as its database and has its own data management capabilities.

Selection Wizard

You can chose product attributes to produce highly personalized catalogs. For example, you might want items that are only the color "red" or size "large."

Price and Date Range Filters

You can choose a range of prices for example, and create a catalog with items only between \$10.00 and \$50.00. You can quickly create a catalog with only "new items" or only "old" items and offer a "last chance" discount.

Unique Customer Price Schedules

You can set up your customers by marketing segments or individuals with their own pricing. You can also copy prices and apply a discount. For example you can set a customer to be 90% of List.

Evaluation Software & Demos

For evaluation copies or to arrange an online demo please call (978) 686-7615 or email us at info@databasepub.com

Technical Facts

Catalog Genie uses the *MS-Access* database for its data management system. Linkage to most ODBC databases is either included or possible.

Publishes to Quark and PDF.

Platforms & Pricing

Platforms: Windows NT, Win95, Win98, Win2000.

Pricing: \$2,000 to \$25,000 depending upon number of items and integration requirements.

Genie Product Information Data Sheet

Content Genie™

Content Management

Content Genie is the Quark Xtension that provides total content and approval cycle management for books and documents. Use Content Genie to keep your catalogs, price lists, directories and other documents up to date. Content Genie manages the approval process of each element of your document to increase your confidence in the documents you publish.

Approval Cycle Management

For all but the simplest applications, updating document content automatically is only part of the problem. The big challenge is tracking changes, getting approvals, and managing the process. Content Genie supports document specific approval cycles with unlimited tasks per approval level. With Content Genie, you assign tasks and manage approvals so that all parts of your organization can quickly check the status of your publication.

Integrated Database

Content Genie works by adding your books, documents and each “tagged” piece of information in your documents to an integrated database. Once in the database, these elements are updated, managed, and approved. You can quickly identify new items, deleted items, and unapproved items across all documents. Using Content Genie’s unique “Find” capability, you can search for items across documents and have Quark go to the right location.

Content Genie provides two advanced tagging modes:

The PriceList mechanism tags entire stories of tabular information with a single button press.

The Ad and Coupon mechanism utilizes artificial intelligence to select the right tag for your headers, descriptions, prices and skus (parts, items, etc.).

Because the tagging is so easy, and because Content Genie has a bi-directional database capability, you can use Content Genie to populate your eCommerce and other databases. Integrate Content Genie with IBM’s UDB, Informix, Oracle, SQL*Server, and Sybase. Documents and books can be updated incrementally or in batch mode.

The integrated database provides additional benefits:

You have continuous access to current data while tagging to ensure accuracy.

You avoid needing to run reports to create extract files.

You can access multiple tables to update a single document.

You can extend the application with your own queries, reports and VBA functions.

Platform and Pricing

Platforms: Windows NT, Win95, Win98, Win2000.

Pricing: \$3,990 for the basic version, an additional \$5,990 for the Management Review and Approval module, which also includes the application source code. Five and ten-user packs are available.

Genie Product Information Data Sheet

Product Comparison: Catalog Genie vs. Content Genie

This page describes some of the similarities and differences between Catalog Genie and Content Genie.

Similarities

- Automate catalog production by accessing a database to update content.
- Built on Quark and MS-Access.
- Common components.
- Easily modified to meet your specific requirements.

Differences

The following table provides you with a quick comparison of the two products. Examine the table and the accompanying notes to pick the right product for your needs.

	Catalog Genie	Content Genie
Format	Template-driven format	Free-form format
Content	Built-in content management database. Integrates with your ODBC compliant database.	Accesses your ODBC compliant database.
Output	Generates new catalogs	Updates existing catalogs
Special Capabilities	Enables per-customer catalogs. Optional web-browser interface.	Enables personalized catalogs. Document management.

Format

Catalog Genie uses templates and user-supplied options to generate a complete catalog. A consistent look-and-feel is maintained throughout the catalog. After the catalog is created, you can edit the resulting pages in Quark to achieve the perfect appearance. The advantage of this approach is that the catalog is as accurate as the database. New products are automatically added, discontinued products are automatically dropped, and the catalog is repaginated. The disadvantage of the Catalog Genie approach is that the catalog layout is not free-form and all the information you want listed for a product must be maintained in the database (which may not be a bad thing). The last point may be overstated: you can add anything you want to the Quark document after Catalog Genie creates it; however, it will not be automatically added to new, updated catalogs.

Content Genie updates free-form catalogs and other documents. You have complete layout freedom. Each page can be "a work of art." The advantage of this approach is that the time you spend tweaking each item

is not lost. All the elements in the catalog that are linked to the database are kept up-to-date. And, you can add information to the catalog that is not maintained in the database without losing it the next time the catalog is updated. The disadvantage of the Content Genie approach is that you must add new products and delete discontinued products from the catalog yourself. Content Genie can tell you which products are new or discontinued, but the actual editing and repagination is not performed by Content Genie.

If you consider consistent product presentation a good thing and want automated handling of new and deleted items, automatic pagination, and the ability to quickly create one-off catalogs, select Catalog Genie.

If you want free-form page layouts, notification of new and deleted products, and automatic content update, select Content Genie.

Genie Product Information Data Sheet

Content

Catalog Genie incorporates a built-in content management system. You can use it to manage text, graphics, descriptions, and pricing. If you do not have this information in a database, you probably should. If you have content information in a variety of locations, you can use Catalog Genie to integrate and publish it. Catalog Genie enables you to select the items you want through a series of pick-lists and then publish it by clicking on a button. The database keeps track of your content and which information goes into which catalog.

Content Genie incorporates a built-in database to track which information is in what catalog and the rules by which it is updated. The database also serves as the basis for the Content Genie document management component. The actual content for your catalogs is maintained elsewhere (presumably an existing system) and is accessed by Content Genie when you want to update your catalogs.

Output

Catalog Genie creates a new catalog every time you press the Create Catalog button. The new catalog contains only those products you have selected for inclusion in the catalog. All the pricing (customer specific if you want) and other information is automatically added to the catalog. Once the content is flowed onto Quark pages, Catalog Genie paginates it to minimize whitespace and maximize presentation quality.

Content Genie updates your existing catalog or any other document type. Items tagged for update are automatically modified to reflect current database values. All formatting changes that you make are retained when the catalog is updated. Once the documents are updated, a complete workflow system is initiated to make sure that all changes have been approved and look good.

Special Capabilities

This is only a partial list of the special capabilities of the two products.

Catalog Genie can quickly generate new catalogs: select the products (use a wizard), select a format, and Print. You can even have remote salespeople and distributors create catalogs through a web service. Users don't need to know Quark or publishing skills. They just select the items, format, and price list. When the resulting PDF is complete, they are notified by email.

Content Genie makes it easy to link catalog content to database elements. Once the items are linked, you can process publications with a sophisticated mail-merge facility to create personalized publications. For large, free-form catalogs, Content Genie helps you manage the entire catalog update cycle. It helps you add, drop, and update products. It keeps track of which items and documents have been changed and makes sure that the changes are approved before they are printed.

Selection Tips

Catalog Genie:

If you consider consistent product presentation a good thing and want automated handling of new and deleted items, automatic pagination, and the ability to quickly create one-off catalogs, choose Catalog Genie.

Content Genie:

If you want free-form page layouts, notification of new and deleted products, and automatic content update, select Content Genie.

Consulting Services

Shared Content Solutions (SCS) can help you implement custom solutions in the following areas:

Product management applications

We will work with you to design and implement a custom application to help manage product data, documents, or other information. We can build on existing products or build something totally new. Because we can take bits and pieces from previous applications to help us implement yours, your investment and time-to-completion is greatly reduced.

The projects can be implemented in a wide variety of tools. Many times, we can use the tools you already have.

Data migration and transformation

Your data may exist in one or more databases. What you need are the tools to merge and analyze this data and convert it into information. SCS can help you load and convert the data so that you can extract the information it contains.

Website development

Share information with colleagues, customers and vendors through a web browser. Let SCS help you implement a dynamic, data-driven website so that your customers and distributors have accurate and timely information without having to pick up the phone. Enable your vendors to update information without faxing and save the time it takes to re-enter this data into your systems.

Document and catalog automation

Communicate product information to customers, distributors and sales people through printed catalogs and documents. SCS can help you maintain the product information, transform the data from existing sources, and create or maintain customized catalogs through an automated process. We can customize an existing solution for you, or build something totally new.

Custom solutions

SCS has developed a wide range of off-the-shelf solutions. However, you may need capabilities that don't yet exist, or only a subset of the features that do exist. SCS can draw upon its expertise and previously built solutions to build a custom solution for you that can meet your functional and budget requirements.

Over the past 11 years we have built a library of components that can be quickly assembled into new, custom solutions. Whether it's a database application, data analysis, data integration, office automation, or a custom publishing solution, we can build a custom solution quickly and cost-effectively. Take advantage of our experience to get the system you require.

We want to insure your success with our products. We see success as an efficient implementation at your facility, where the software and those who use it operate at their highest potential. We know from experience that a successful implementation often begins with a balanced and thoughtful combination of training and consulting services.

To meet each customer's unique needs and requirements, SCS provides consultants who insure that each installation is both well designed and well executed. Our consultants can work with you in planning, installation, and day-to-day use.

Consulting Services for MS Access and SQL Server

DPS/SCS will design and implement custom tailored database applications that meet your specific business objectives. We will:

- translate your requirements into a clear technical specification
- install and implement the system
- train your users

National Retail Hardware Association User Story: On-demand Database Publishing for Distribution and Retail Channels . . . A Collaborative & Outsourced Services Model

The National Retail Hardware Association is a 100-year-old trade organization with an evolving dual focus. As a trade association, NRHA has traditionally provided a broad and diverse range of services including training and lobbying on behalf of their membership. Throughout their history the NRHA has also been in the publishing business. They have published both business-to-business and business-to-consumer magazines for some of the most recognizable names in the hardware industry. They have also successfully produced manually crafted product catalogs for many of those same companies. Currently the NRHA produces a major industry trade publication with a monthly circulation of approximately sixty thousand.

The Changing Nature of the Business

As their industry and demands on the association have evolved, the NRHA has identified and pursued opportunities to extend their publishing capabilities and expertise in support of their clients changing needs. One such opportunity occurred when they were approached by one of the largest independent hardware distributors in the US to create and publish one of their catalogs — in a hurry. The total product lines carried by this distributor represented some 65,000 individual items!

Recognizing the Challenge

While the NRHA had previously produced crafted catalogs, they recognized that the complexity and sheer scale of this project would require them to reengineer their editorial, content management and publishing processes if they were to meet the client's timeframe. Recognizing that traditional, manual layout processes would not work here, the NRHA determined that they would require a flexible and readily customizable database publishing and content management solution to meet the scale of the client's requirements. They also determined that a software solution, alone, was not enough. Additionally they required a long term and highly supportive relationship with the software solutions provider. A relationship where the software supplier was willing to work closely with them in continuously adapting the "solution" to current and future client's evolving needs.

Meeting the Challenge

Recognizing that a flexible database publishing and content management solution was required, it was only

the first step in effectively addressing the problem. In researching available software solutions, the NRHA discovered three major issues with potential solutions they were reviewing. The first was cost. All of the software systems they were evaluating from large suppliers were and simply too expensive — with average price tags well into six figures. The second was their scope and complexity. The systems reviewed represented complete, end-to-end solutions covering everything from e-commerce to supply chain management. While these solutions did offer good content publishing capabilities, their overall scope went well beyond NRHA's essential requirements of flexible and sophisticated database publishing. The third issue was more subtle, but no less important. While all of the larger software suppliers promised to be flexible and highly supportive of the NRHA's ongoing needs, the NRHA simply did not feel they could develop the type of responsive, long-term relationship deemed essential to their and their client's success. Bill Lee of The NRHA stated; ". . .our expertise and focus is on content creation, management and publishing. We do not have or want a large, in-house staff focused on technical integration issues. We felt we needed to develop an ongoing relationship with a solutions supplier that was willing to work in partnership with us in addressing those integration and customization issues that we knew would vary from client to client as our business grew and evolved".

The solution was found in a small, independent software and consulting company that provided both products and expertise in solving just the type of problem facing the NRHA. The company is Database Publishing Software (DPS) of Andover, Massachusetts and their product is called Catalog Genie®.

NRHA's Bill Lee said "DPS met all of our requirements by providing an affordable, highly customizable software solution combined with the willingness and ability to form the type of cooperative, ongoing relationship that we felt was essential to meeting the differing needs of our clients — both present and future".

New Opportunities Emerge

Realizing the highly flexible nature of the catalog publishing solution now in their possession, the NRHA realized they could also improve on an existing industry

Genie Product Information Data Sheet

business model and offer greater flexibility, convenience and economy to their customers.

Previously, publishers had evolved a model where they published catalogs manually derived and laid-out from large-scale product databases developed for their distribution and retail clients. This was costly for the retail and distribution clients and, while they owned their published catalogs, they did not own rights to the product information content within those publications. The copyright and ownership stayed with the publisher who developed the database and descriptive content the catalog was produced from. A primary goal of these publishers was to develop a comprehensive database of all manufacturers' products within a given industry and continually resell the rental of that content for each client catalog they published. Because the client does not own the content of their catalog, they are effectively bound to the publisher for any modifications or future publications. Ultimately, this business model failed for a number of reasons. Among them was the growing reluctance of customers to continuously pay for the use of *their* content every time they needed to produce a new catalog or similar publication. The collapse of one of the largest industry publishing players presented an opportunity for NRHA to extend their improved business model into the marketplace.

A New Model — Capitalizing On the Opportunity

The failure of a key industry player left many of their customers in situations ranging from difficult to desperate. One such company, a large distributor,

approached NRHA about creating and publishing a commercial/industrial catalog containing over seventeen thousand products. There was only one issue — it had to be done yesterday! This presented a perfect opportunity for NRHA to put their improved business model into action. First, it's important to quickly review the basics of NRHA's model. The basic points are:

- NRHA is provided the available data from a customer's existing inventory or product databases. At this stage the data is not ready for publication because of the nature of the information source. For example, an inventory database usually contains cryptic and incomplete or inconsistent product descriptions and related information — it's not intended for mass publication.
- At this stage, the customer's database extract is loaded into the Catalog Genie system and NRHA's editorial team begins the substantial and specialized task of reworking and adding to the information creating a "publishing ready" database complete with all associated graphics. At the end of this process, the information is consistent and easy to access and update as required. It is also ready to be used directly for rapid catalog production and publishing — as often as required.
- The "content" of this new product information database is co-owned by the customer and NRHA.

Genie Product Information Data Sheet

Figure 1 visually represents the new business model enabled by the combination of NRHA's expertise in industry specific content creation, management and publishing with the flexible, and cost effective technical solution provided by Database Publishing Software in their Catalog Genie® product.

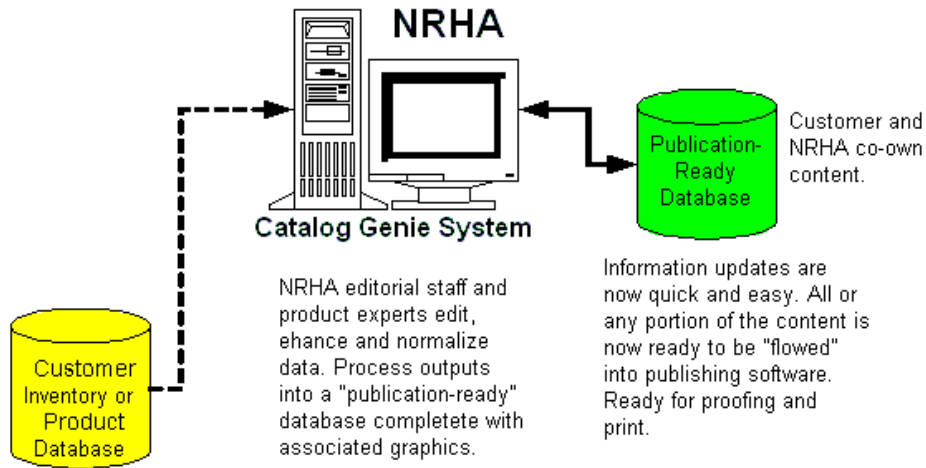


Figure 1: NRHA Basic Process Model

Extending the Model Into New Market Opportunities

The new business model was an immediate success, but the NRHA was not done yet. They realized they could enhance the efficiencies, customer options and convenience by adding a distributed architecture to the system. As shown in Figure 2, this extends content collaboration capabilities into the customer's facilities and greatly enhances the range of ad hoc, on-demand applications for the customer's existing content.

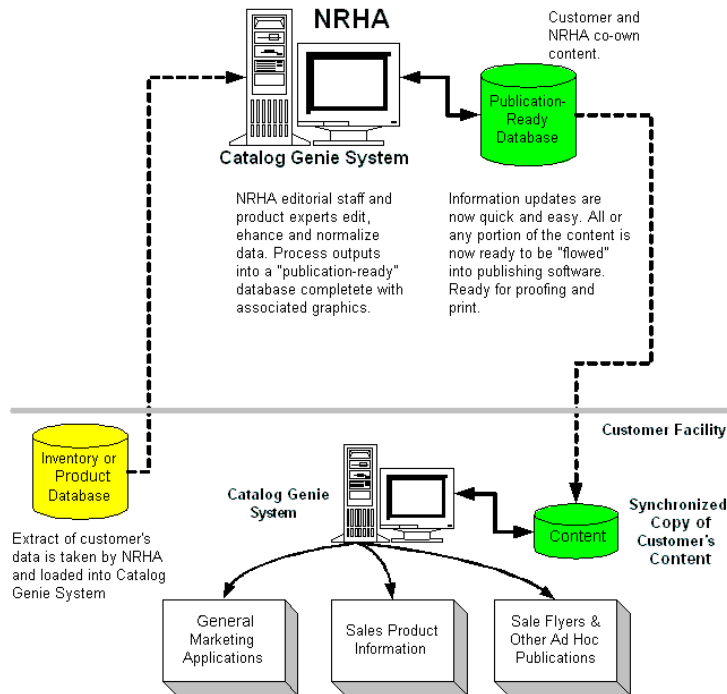


Figure 2: NRHA Extended Process Model

Genie Product Information Data Sheet

This extended model offers the customer much greater return on their investment. Rather than just using the publication ready data for catalog production, this same information is locally and immediately available to the customer for use by all departments when and as they wish to use it:

- **Marketing** — creation of brochures, data sheets, advertisements, etc.
- **Sales** — accessing up-to-date product and pricing information, on-demand, fully formatted printing of single product or complete product lines, etc.
- **On-demand printing for any purpose** — the applications are as varied as a customer's individual needs.

Summary

NRHA's new business model provides a highly contemporary approach to product content management and offers customers improved project response times and a much better return on their catalog publishing investments. Using Catalog Genie to extend a "collaborative publishing environment" into the customer premises, NRHA gives customers the ability for ad hoc, on-demand reuse of their "publication ready" data in any manner they choose. The applications are as varied as a company's needs. It's truly an ideal solution.

US Supply User Profile

US Supply has been in business for a more than a half-century and today is a major distributor of approximately twenty five thousand plumbing, HVAC, industrial and water conditioning products. As a distributor, a primary means for reaching and transacting business with their customers is through the regular production and distribution of detailed product catalogs that are produced one or two times a year and mini-catalogs produced quarterly.

The Challenge of Just Keeping Up

US Supply's catalogs are constantly expanding, contain thousands of items and have a shelf life of approximately six months to a year. This makes the production process both continuous and sensitive to delays. Any production change directly affects the go-to-print date and delays catalog delivery to their sales force and customers.

US Supply was producing their catalogs as quickly as possible using a manual layout process. The average production time for a 200-page catalog was four to five months. Most of the production time was spent researching new product verbiage and locating product artwork for manual page layouts. For each product, there are four to five item modifiers (a.k.a attributes), a description, an image, and a price. US Supply manually

entered all the catalog information into Quark® even though some of the product information and all of the prices were contained in an inventory database. Due to the tediousness of this method of handling pricing information, a full month of the production process was allocated just to pricing updates. Even then, last minute price changes could again delay going to print. This also took valuable time away from the proofing process causing embarrassing or costly errors to be found too late — after the catalog had been distributed to their sales force and customers.

US Supply faced the additional and common challenge of continuously maintaining multiple catalogs. They were forced to invest significant resources to keep each catalog up-to-date. This process included insuring that product and pricing information were consistent amongst all publications plus manually reformatting and repaginating catalogs when products were changed, inserted or deleted. See figure 1.

With a production process of four to five months and catalog lifespan of six months to a year, there was just no time to “get ahead of the curve” with their current production resources. This made the goal of eventually representing their entire product line, by continually expanding their catalogs, all but impossible. Something had to change and US Supply started their search for a better catalog production solution.

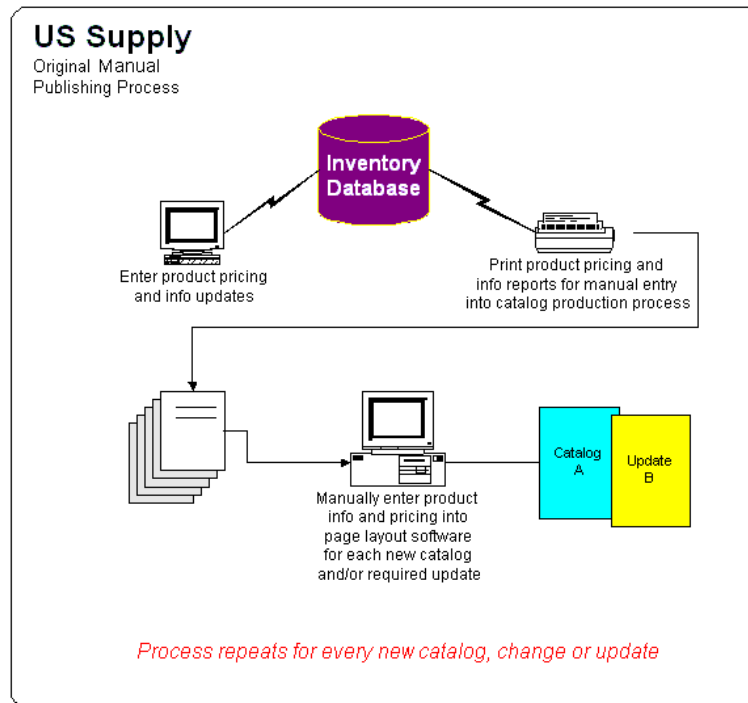


Figure 1

Genie Product Information Data Sheet

Getting Ahead of the Curve

US Supply investigated a number possible software solutions ranging in cost from the low five figures to well into six figures. During the evaluation process, it became clear that the learning curve and system implementation time were key criteria. Due to their extremely tight production schedules, US Supply determined that they could not afford any down time and only the shortest of learning curves. Any new system would have to be implemented in parallel with their existing process — it had to instantly integrate into their production process with almost no learning curve! Most software solutions required on site training sessions, but US Supply needed a solution that they could implement and start working with immediately.

US Supply chose Catalog Genie® from Database Publishing Software [1] as their software solution. By

adopting Catalog Genie, US Supply positioned themselves to incrementally achieve their goal of producing a complete, full-line catalog. The key to realizing this goal was Catalog Genie's "publishing ready" product database which was quickly integrated with US Supply's inventory and pricing database — see figure 2. The publishing-ready product database is not like traditional inventory databases containing part numbers and terse or indecipherable item descriptions. Instead, Catalog Genie's publishing-ready database contains the full product text, illustrations, and all other items necessary to support on-demand publishing of this information. Catalog Genie automatically handles all variations of product pricing through its interface to US Supply's pricing and inventory database. This capability drastically reduces the large block of production time previously reserved for pricing updates. In addition, the ability to include forecasted pricing insures that catalogs remain accurate through their expiration dates.

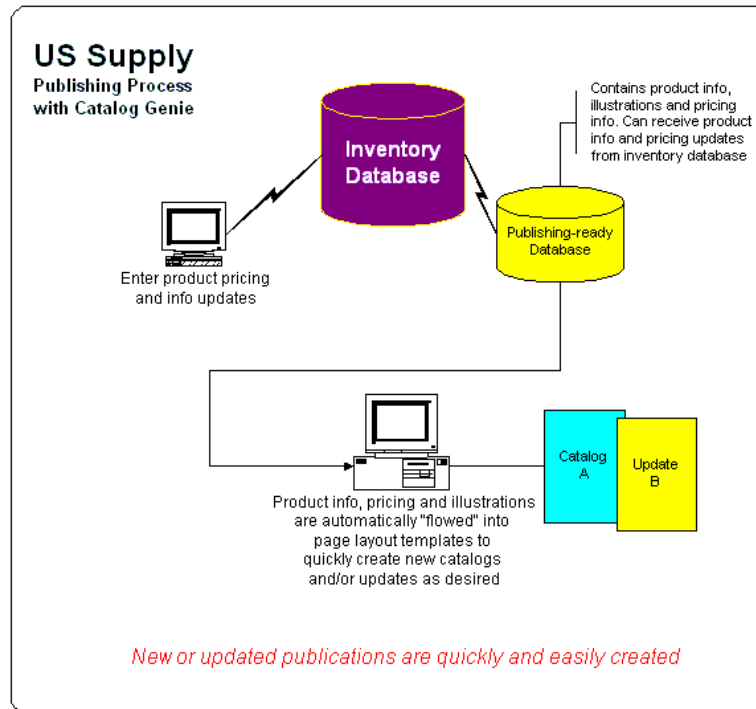


Figure 2

US Supply was able to implement the new system in parallel with their existing production schedule because the one-time process required to integrate and populate a Catalog Genie product database was simpler and easier than the process of creating a new iteration of their catalog. All US Supply had to do to create their publishing ready database was to import their existing product descriptions and illustrations into Catalog Genie and add the information that they would have otherwise typed into Quark. Loading Catalog Genie was as easy as

the process they would have used to setup Quark for their next catalog—except for two very big differences:

1. Once the product information and graphics are in Catalog Genie, they are ready to be published, in any desired format, on demand, and into multiple publications. US Supply never has to manually copy this information into page layout software again, thus eliminating a major, resource intensive step in

Genie Product Information Data Sheet

the production process. Updating product information and illustrations in Catalog Genie is a simple and efficient, one-step process with the information ready for immediate use in any on-demand publication.

2. Catalog Genie provides much more than sophisticated database manipulation and update capabilities. It can also pre-format product information into common or custom catalog layout schemes and then automatically feed this formatted information directly into page layout programs such as QuarkXPress™ or output to a PDF file. US Supply's production process is now streamlined and highly efficient allowing resources to be focused on continually expanding their catalog offerings rather than updating, formatting, and paginating essentially the same catalog to keep up with constant price changes.

Since adopting this new system, US Supply has realized several clear benefits—both expected and unexpected.

1. The flexibility and efficiency of Catalog Genie allowed the existing catalog format to be quickly replicated. Use of the new system was so transparent, that most of the company was unaware of the transition from a manual to a database driven publishing system.
2. By the end of the first year of use, they were producing a catalog double the original size in the same amount of time. With greatly increased automation and efficiency, they could now focus most of their resources on expanding their detailed catalogs and

increasing the number of mini-catalogs rather than just maintaining them. US Supply's catalog production department is now able to focus on product content and artwork, and not on inputting pricing for thousands of SKU's.

3. The unexpected – internal business process was improved. Creation of the “publishing-ready” product database helped US Supply clean and update their inventory database by highlighting discrepancies that were not readily apparent otherwise.

According to US Supply's Jim McDevitt, “. . .we can now do in day what used to take us from 2 weeks to 3 weeks to produce. A good example of this is a recent publication we needed to produce for our customers—a 300 SKU HVAC mini catalog. Using the previous production methods, we would have to produce a report with the needed products placed in the publication. Then all the product information, pricing and artwork would be typed and placed into Quark. Using Catalog Genie, we were able to produce this mini catalog in about 2 hours!”

Once the product selection was done, US Supply was able to update their database pricing and run Catalog Genie with the selected products. In 2 hours time, US Supply had a 32 page mini catalog ready to go-to-print. Instead of focusing on catalog content, US Supply could focus on enhancing other aspects of the catalog. Having the ability to produce publications like this gives US Supply a strong competitive edge in their field.

[1] For more information on the company, its products and services – contact David Dreyfus at (978) 686-7615

Genie Product Information Data Sheet

CATALOG GENIE® now brings personalized catalog publishing to the Web!

Catalog Genie®, the software that gives marketing and sales people the ability to quickly and easily design and publish targeted catalogs, now is web enabled.

With this new version of Catalog Genie®, companies can have their remote sales staff, distributors or even customers print their own personalized catalogs. The Selection Wizard allows them to choose product attributes to produce highly customized editions. For example, one might want only items that are size "large" or the color "red", Genie generates a catalog that contains items exhibiting these attributes. The consumer's search has been diminished.

With standard web browsers, Catalog Genie® users can access a central database of categories, products, prices, graphics and other catalog components. Users can choose from templates that offer a variety of page designs or if the company desires, it can let them create their own. The result is a PDF file that can be printed at a remote location.

Catalog Genie® is a complete software solution that has a built-in database management system. It can also use other databases including those designed for web catalogs. A key benefit is the power to create many catalogs that can be tailored and marketed to micro-segments in less time than it takes to prepare a standard issue.

The ability to reproduce, within minutes, a new or past catalog design and have it include current products and prices is one of the more powerful features. Each catalog can be created with customer specific prices, products and graphics without any publishing or database experience.

Catalog Genie® is available for Windows 95/98/NT/2000.

Genie Product Information Data Sheet

Catalog Genie offers an E-Commerce Solution with Combined Electronic and Traditional Paper Catalogs!

What is this solution?

As you know, underneath your web catalogs resides a database of product information. You can use this same database with Catalog Genie® to generate accurate, customized paper and PDF (Adobe's Portable Document Format) catalogs automatically. You can produce highly customized paper catalogs from the same up-to-date product information that is used for your web catalog.

This capability enables you to leverage your investment in e-commerce and save catalog production expenses. With web enabled Catalog Genie, you can generate these catalogs over the web.

How can I take advantage of this solution and leverage my investment in e-commerce?

You choose one of three ways to leverage your investment in e-commerce.

- If you have an existing e-commerce catalog database, integrate it with Catalog Genie. You can do the integration internally or DPS can do it for you.*
- You can purchase IBM's Websphere. Because DPS has all ready integrated it with Catalog Genie, you will have a complete solution. If you already own Websphere, Catalog Genie can be quickly and easily installed and be ready for use.
- You can decide upon most any vendor's e-commerce solution and DPS will help them to do the integration or we can do it for them.*

*The cost will vary. If you do the integration, you can utilize our free integration kit, which includes all the source code used for our Websphere integration.

Database Publishing Software, Inc. and Shared Content Solutions
9 Bartlet St. #376, Andover, MA 01810
www.databasepub.com
info@databasepub.com, (978)686-7615