



Paradigma solutions Catalog and Pre-Sales



Catalog and Pre-Sales Solutions

Paradigma has developed a complete software platform to design the **Products Catalog** of any Enterprise/Institution, according to the last international standards (BMECAT XML Standard). Being an application of PEF, it is possible to access the Catalog through several access tools technologies, such as PDAs, mobile phones, Notebooks, cameras and much more.

Besides, this solution is integrated with the Pre-Sales system of the company, which contains the information about client's registration, purchase orders, catalog of products, or any other function that the company needs to develop and offer to their clients.

Business Cases

Paradigma has developed several technological business solutions, specially designed according to the client's requirements. We will present two solutions bellow designed to companies that work with customer services within a Showroom

- Products Catalog Solution.
- Pre-Sales Solution.

Both solutions were developed by using **PEF** (Paradigma Enterprise Front-End) software architecture, complemented with **Bluetooth** wireless technology, which allows the synchronization of data among the Products Catalog, Pre-Sales solution and the mobile device, which in this case correspond to a PDA.

1.0 Products Catalog

We present a business case consisting in the elaboration of a products Catalog, available in the Internet Fixed and Mobile, including mobile devices, such as, PDAs, mobile phones, Palms, Notebooks, etc.

1.1 Situation Previous to the Elaboration of a Catalog

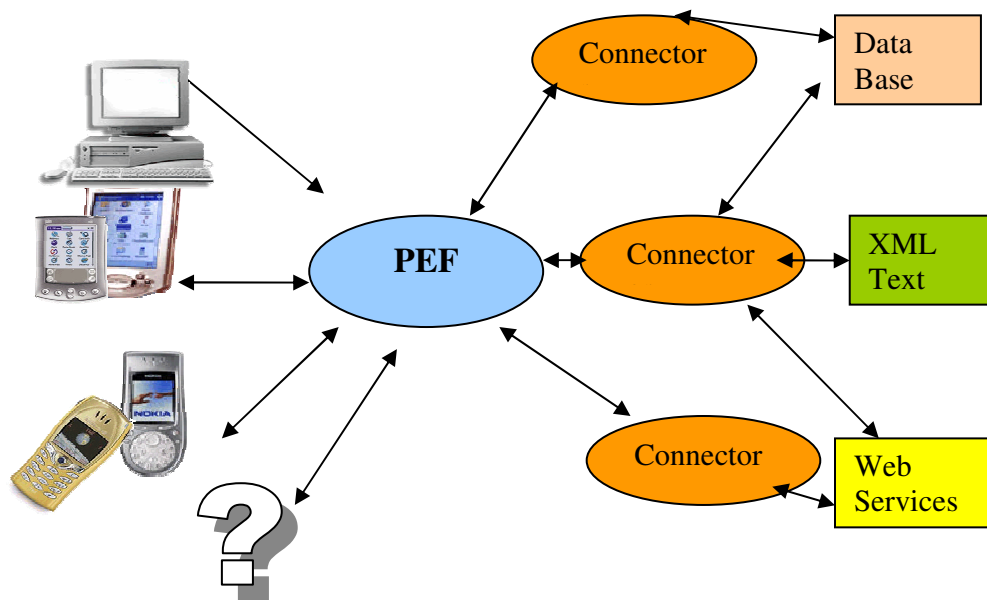
- There was not an official catalog containing the different products of the company.
- The existing Catalog was not easily accessible to the company's staff.
- Technical Specifications of every product were described in different formats, making difficult to synchronize the information among the staff.
- The Elaboration of a printed Catalog involved a high cost investment.

1.2 Products Catalog Solution

- Elaboration of an On-line Catalog available in the Internet: Fixed and also in different mobile devices, such as PDAs, mobile phones, Notebooks, etc.
- Data Synchronization by using the Standard BMECAT.ORG
- Images Caption: it is complemented with the Catalog's information.
- A permanent process to update the Catalog was established.
- Pre-Sales system is linked to the Catalog.

1.3 Solution Thanks to PEF platform

Paradigma Enterprise Front-end (PEF) is a software platform that uses Paradigma's proprietary technology to let your organization interact with actors physically inside and outside of your company premises with your key business systems using mobile phones and PDAs over public/private wireless networks, or using traditional internet devices.



1.4 PEF Key infrastructure Components

- Translates XML to ML.
- Manages the states of interaction.
- Adds specific services associated to the devices.
- Based in the J2EE platform.
- New system of connectors, which facilitates the interaction with any other system.
- Open Authentication (proprietary of the organization or LDAP o POP3).
- Updating Capacity.
- Multiple Access Devices – Multiple interfaces.

2.0 Pre- Sales

The Pre-Sales Solution was specially designed to showroom environment, in which the client visits a determined stand, in order to look for the products that he or she wants to buy.

The Pre-Sales Service intends to make the labor of the sales representatives more effective, without specific training courses, because all the information they need will be in the palm of their hands.

2.1 Situation Previous to the Pre-Sales Solution.

- The sellers of the company could not access to the available stock of products, directly from the client's showroom.
- The sellers had to get out of the client's showroom, in order to access to the data base of the stock from their computers.
- When the required product was not available in the stock, sellers had to start the whole process again.
- To repeat the selection process of any product was a slow and tedious procedure for clients as well as for sellers.



2.2 Pre-Sales Solution

- By using state of the art technology, which includes the implementation of PDAs with **Bluetooth** system built-in, and Bluetooth Access Points, the sellers can access to the Pre-Sales systems directly from the showroom.
- It allows identifying the client, and registering the purchase order to buy or consult for products.
- It allows clients to ask for product's prices, technical specifications, availability, etc, saving time when buying what they need.
- Besides, it has a **Sales Catalog** access.

2.3 Main Benefits

- It provides a faster and more effective customer service.
- **Work Team:** better synchronization in the search of technical information about products, and key information about stock, prices, etc.
- **Commercial Impact:** An increase in the productivity with a low cost investment.
- **Leadership in front of Competition:** A better competition level in the market, due to a better customer service.
- **State of the art Solution:** it uses state of the art technology in the integration of the software, as well as, in the implementation of wireless connectivity, which provides more flexibility to the environment.