



CALICO® eSales™

Market Maker™

FULLY INTEGRATED IN THE CALICO® eSALES SUITE™,
CALICO eSALES MARKET MAKER™ PROVIDES CUSTOMIZED
CATALOGS FOR ONLINE CUSTOMERS.

CALICO® eSales™

Highlights

- Provides electronic catalogs for easy presentation of simple to complex products
- Customizes catalogs to match products and services with customer requirements
- Facilitates purchases by providing an easy-to-use electronic shopping cart
- Increases customer convenience by managing order creation, submission, review, duplication and status

Market Maker

SIMPLIFIES ONLINE SALES OF NON-CONFIGURABLE PRODUCTS VIA ELECTRONIC CATALOGS

In today's Internet economy, businesses need a fast and easy way to sell their products online. With Calico eSales Market Maker, you can effectively present and sell non-configurable products to your customers—including both consumers and other businesses—via electronic catalogs.

As part of Calico eSales, the only complete eCommerce software solution that provides personalized service throughout the entire sales cycle, the Market Maker software module accelerates product time to market, while giving your online customers the convenience of catalog shopping and the added value of a personalized buying experience.

HELPS CLOSE MORE SALES AND ACCELERATE TIME TO MARKET

Market Maker's Java-based open architecture enables you to easily integrate and deploy product catalog functionality from your existing eCommerce site. As a result, you can quickly begin selling your products online and start providing customers with the personalized product, pricing and order information they demand.

With Market Maker's customized catalogs, customers can easily find what they are looking for and move closer to completing the sale. When customers log on to your site, Market Maker examines their profile information and purchase requirements to determine which catalogs should be shown. Market Maker then presents the product information—including a product illustration, overview, customized prices and special offers—via a personalized catalog view. Customers can either place an order or continue to browse or search the catalogs by product attribute, SKU number, supplier, price range and key word.

Market Maker provides the infrastructure and tools you need to create electronic catalogs—without any specialized

training. Using Market Maker's package of Web-based templates, you can easily enter product data and establish business rules that determine how product information is presented to your different customer segments.

CREATES ADDITIONAL ONLINE SALES OPPORTUNITIES

Market Maker also enables you to create opportunities to cross-sell and up-sell by flagging products in the catalogs that are approved, favored or available; and by providing additional product details, thumbnail images and links to other featured products. For instance, if a customer is viewing a black and white ink-jet printer, you could suggest cross-sell products such as printer cartridges, cables and paper. Similarly, you could take advantage of an up-sell opportunity and suggest a color ink-jet printer.

In addition, with Market Maker, customers can maintain a list of frequently ordered products, as well as transform these orders into templates. The templates provide customers with added convenience, which helps increase the likelihood of repeat business.

FACILITATES EASY ORDER PLACEMENT FOR SIMPLE AND COMPLEX PRODUCTS

Market Maker allows easy order placement by using an intuitive shopping cart model. When customers are ready to order, they simply click a button to place the desired item in an electronic shopping cart. Market Maker stores these orders, allowing customers to review them at any time. Sales representatives can use the orders to track customer buying patterns and offer special discounts and rebates.

Using the catalogs built with Market Maker, customers can just as easily order configurable products. At any time, they can click a button to launch the Calico eSales Configurator™ application to fully customize their selections. When customers are finished configuring the

- Adheres to current and emerging open standards to meet the long-term needs of the marketplace
- Features an application server-based Java architecture designed to meet the unique performance and scalability needs of corporate eCommerce sites
- Takes advantage of Java Server Pages, Enterprise Java Beans, JDBC and XML to facilitate fast deployment and easy integration with corporate enterprise systems and data
- Provides an eCommerce framework to ensure easy customization and scalability to fit a wide range of specific business models

product, Market Maker returns the product to the shopping cart. If customers want to further configure or modify an item, they can repeat this process. In this way, Market Maker provides a single catalog solution for both configurable and non-configurable products.

IMPROVES CUSTOMER SERVICE THROUGH ORDER TRACKING AND STATUS REPORTS

With Market Maker, your customers can easily and more effectively track their orders—a critical function for businesses that must still deliver the product to end consumers. For example, Market Maker enables customers to list orders by status to see whether they are pending, in fulfillment, awaiting approval or shipping. Customers also can search submitted orders by status, submission date and products.

PROVIDES FLEXIBLE PAYMENT OPTIONS AND CUSTOMIZED CONTRACTS

Market Maker helps you improve customer service by offering standard contracts and customized payment options. Customers can pay for their purchases using a credit card, a \$1 authorization, full order amount, a blanket or specific purchase order number or a procurement card. They can even select separate payment options for each purchase. These features provide your customers with greater flexibility and serve as incentives for doing business with you.

GIVES YOUR WEB-BASED SALES CHANNEL A COMPETITIVE ADVANTAGE

Calico eSales helps you successfully develop a Web-based sales channel that differentiates you from competitors. Calico eSales is the only eCommerce solution that enables you to deliver personalized service to online customers through every step of the sales cycle—from initial interest to retention. As a result, your customers will discover that online purchases can be easy and straightforward. And they will look forward to doing business with you in the future.

FOR MORE INFORMATION

For more information about Calico eSales Market Maker and other Calico eSales Suite modules, visit www.calico.com or call 408-975-7400.



CALICO COMMERCE, INC.
Corporate Headquarters
RiverPark Towers
333 West San Carlos Street
Suite 300
San Jose, CA 95110
Tel: 800-ESALES-1
Fax: 408-975-7410

CALICO COMMERCE LTD.
International Headquarters
400 Thames Valley Park Drive
Reading, Berkshire, RG6 1PT
United Kingdom
Tel: +44 118 9637 456
Fax: +44 118 9637 556

info@calico.com www.calico.com