

# Increase your online sales

of highly customizable products  
across multiple channels

# Configurator

**IT4Profit**

Bringing  
You  
Visibility,  
Velocity  
& Value



WHAT IS  
IT4PROFIT  
CONFIGURATOR

IT4profit Configurator is a complete intelligent solution designed for companies who sell simple to complex products and services online. It allows to streamline and to support sales of highly customizable products across multiple selling channels.

The increasing complexity of products and service offerings, combined with increased focus on the customer, has forced companies to seek ways to improve how they sell their products. Historically, the Internet has not been a viable channel for products and services that require the skills of a knowledgeable salesperson to guide the buyer.

To be successful in selling online, you have to advise and guide your customers to the exact product or service that meets their unique requirements, regardless of the complexity involved. IT4profit Configurator is simultaneously your best sales person, an experienced technician and a marketing specialist who are available 24x7x365 and is essential to your e-shop or for any web-based sales application that requires guiding customers through product selection and configuration.

IT4profit Configurator is designed for B2B or B2C e-commerce. It does not only help your customers configure and order exactly the PC they want from your web site. The main advantage of this solution is that it is designed to automate the sale and purchase processes in your supply chain, thus reducing your sales costs and increasing sales. It lets your company or your Merchants easily configure new ranges of PCs and offer them to sales channels under own new brands.

IT4profit Configurator is developed with the use of standard internet technologies and an open architecture design. This enables highly flexible integration with your existing e-commerce facilities, such as e-shops or e-catalogs. IT4profit hosts and manages it for you on an ASP model.

IT4profit Configurator provides compatibility, configuration, buying and selling capabilities through integration with IT4profit's solutions such as Content Factory, e-Catalog, Order Management and Connectivity. This enables your customers to view reach detailed information on each product, including product specifications and benefits, pricing and availability, to configure a computer and to make order for computer configuration.

### **Benefits for your company**

- Decrease of sales costs;
- Reduced sales cycle times;
- Ability to sell extensive product lines;
- Tracking and reporting of customer preferences;
- Multi-currency, multi-language, multi-user;
- Reduces percentage of order errors and guarantees that every order is accurate and complete;
- Converts website visitors to customers by making it easy to purchase the most complex products;
- Lower implementation costs;
- Increases customer satisfaction and reduces returns.

### **Benefits for your customers**

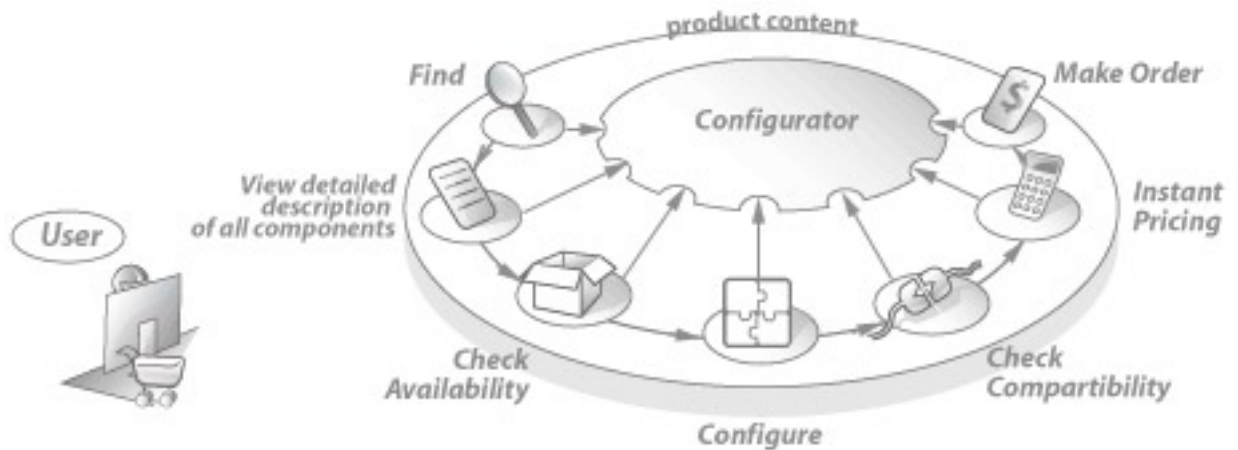
- Helps your customers easily define their requirements;
- Guides to configure working systems;
- Reduces proposal cycle times from days to minutes;
- Provides detailed information on each component;
- Provides instant pricing and availability of components;
- Provides instant pricing of configured systems;
- Allows to order selected configurations;
- Allows to choose systems for the further trade and to generate price-lists in case of B2B solution.

## HOW IT4PROFIT CONFIGURATOR WORKS

IT4profit Configurator guides users (your customers or your salespeople) while assembling working systems from products available from a catalogue.

IT4profit Configurator interactively gathers user requirements and maps them to a set of product options. User requirements drive the initial specification of the configuration, limiting the available options to those that fulfil their requirements. Option selections can be changed any time during the configuration session. The interactive configuration engine provides real-time feedback about selection impact, ensuring valid solutions that effectively meet the user's needs.

IT4profit Configurator incorporates product configuration, pricing, easy and quick quoting complex products, creating manufacturing data, associated with each order.



**Picture 1**

Users can configure **exactly** the PC they want. IT4profit Configurator is able to instantly manage thousands of combinations associated with customizable products. It ensures the **compatibility** of all components, systems and subsystems and the **reliability** of the final configured solution. This is defined by the impossibility for users to choose incompatible values of components. The rules of compatibility of values of components are defined at the Manufacturer's level.

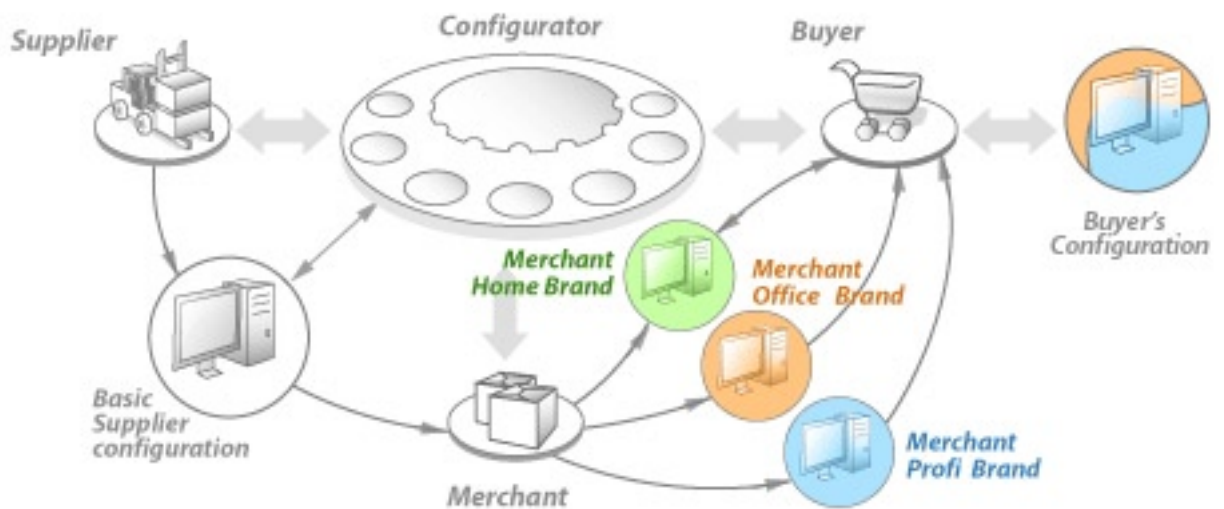
HOW IT4PROFIT  
CONFIGURATOR  
WORKS IN YOUR  
SUPPLY CHAIN

IT4profit Configurator is the ASP solution which is designed for B2B or B2C e-commerce. Being integrated into your supply chain and connected with your ERP system, it automates the processes of:

- Configuration of new systems
- Selection of components for new systems
- Purchasing of components required for new systems
- Selling through your channels: Merchants, Distributors, Dealers, Resellers, Retailers.

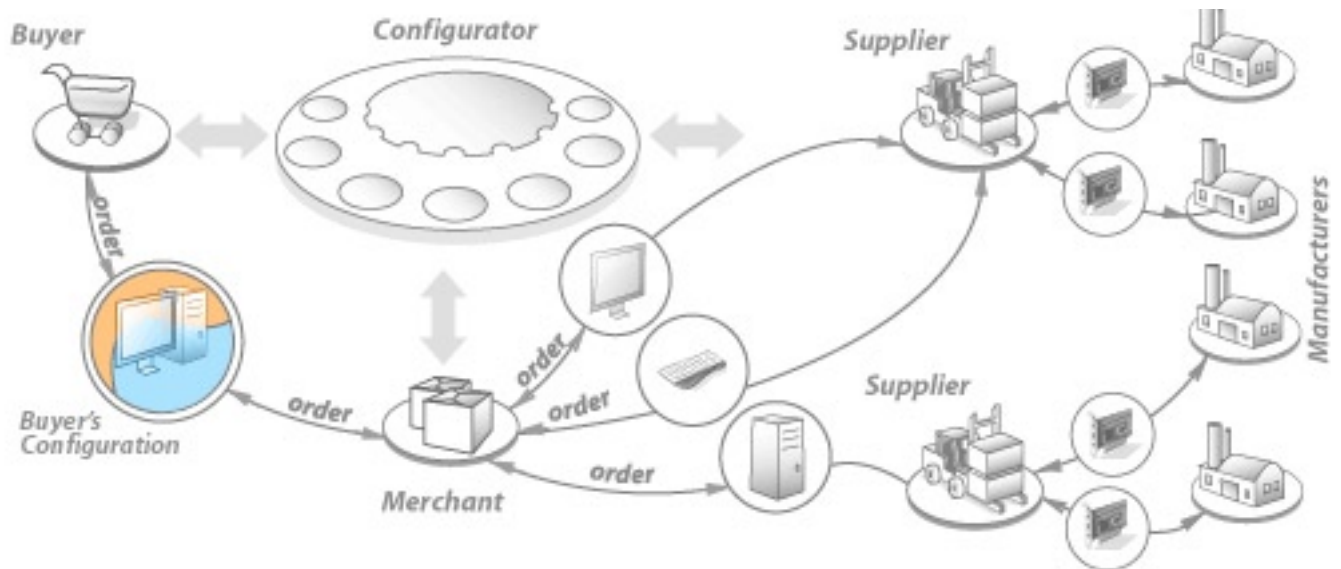
**Examples of application of IT4profit Configurator in the supply chain:**

**A.** A Supplier assembles computers and sells them to his Merchants. A Merchant company can offer Supplier's PCs to his channels under his own brands. A Merchant's customer, in his turn, can change Merchant's configurations and order exactly the PC he wants from the Merchant's website. The compatibility of all components and the reliability of the final configured PC are guaranteed. This allows Merchant to sell products directly from his Supplier's stock.



**Picture 2**

**B.** A Customer has configured and ordered the PC. The Merchant sees this configured PC disintegrated into component parts that can be ordered from his Supplier. The Supplier, in his turn, has these component parts disintegrated into components and can order them from his Suppliers or Manufacturers.



**Picture 3**

#### IT4PROFIT CONFIGURATOR FEATURES

IT4profit Configurator provides search, configuration and compatibility capabilities through integration with the IT4profit Content Factory and the multilevel IT4profit's e-Catalog and supports three main levels:

- The core Manufacturer's level which ensures the compatibility of all components
- The administration level for Merchants
- The main level where Buyers can choose their configuration

At the level of **Manufacturer's catalog** it is possible to:

- Manage products
- Create systems with subsequent projection of these systems' features onto the company's commercial catalogue
- Create systems with cross dependence of components
- Manually edit the lists of product substitution
- Set the manufacturer and the system type
- Set the rules of formation of code and description of the system
- Set the order of system configuration.

At the level of **Merchant's catalog** it is possible to:

- Delete products from the system components
- Create systems with selected component values as of products in the manufacturer's catalogue and goods in the company's catalogue
- Display or hide specific system components
- Set the type of system configuration by user.

### 1. Creating of ready non-configurable computer systems

**How it works:** Seller passes all of system building steps and gets non-configurable computer system.

**Benefits:** It substantially decreases time required for Seller to create, configure, check components compatibility and define price of the system.

**Possibilities:**

- Assigning the representation order of systems in customer's basket or Purchase Order (to present the system as one product or as the set of products);
- Defining initial price of the system.

### 2. Creating of ready configurable computer systems

**How it works:** Seller passes all of system building steps and gets configurable computer system. Some components of this system contain more, than one element, so, Customer gets the possibility to change configuration of the system within the gap, left after Seller's selection.

**Benefits:**

- It substantially decreases time required for Seller to create, configure, check components compatibility and define price of the system.
- Gives Customer the possibility to configure systems in accordance with his needs that increases customer satisfaction and reduces returns.

**Possibilities:**

- Sorting list of elements in component by price or alphabet;
- Make value of component not editable by Customer;
- Hiding selected components from Customer;
- Assigning the representation order of systems in customer's basket or Purchase Order (to present the system as one product or as the set of products);
- Defining initial price of the system;
- Allowing or disabling to show prices of selected components.

**3. Step-by-step configuration of computer systems**

**How it works:** Seller selects system from the list of available systems, adjusts its configuration possibilities and makes it available for Customer. IT4profit step-by-step System Builder guides customers through interactive dialogs where they can define individual requirements, select product options and features, obtain prices in real time, and see a representation of the final customized product. Assisted in each step of the configuration process, users are immediately notified if modifications or corrections must be made as they select each feature. The Configuration Pricing Engine performs itemized, step-by-step pricing calculations throughout the configuration dialog including feature/options pricing and global pricing.

**Benefits:** Customer gets more flexibility in configuration of his own computer system on every step of system building that increases customer satisfaction and reduces returns.

**Possibilities:**

- Assigning sequence order of components (in the network of queue established in the base system);
- Sorting list of elements in component by price or alphabet;
- Hiding selected components from Customer;
- Assigning the representation order of systems in customer's basket or Purchase Order (to present the system as one product or as the set of products);
- Defining initial price of the system;
- Allowing or disabling to show prices of selected components.

WHERE YOU CAN  
USE IT4PROFIT  
CONFIGURATOR

- **Online Shopping.** Enrich your online trading facility with IT4profit Configurator enabling your customers easily identify the right products for their needs by selecting and configuring computer systems on their own. It will decrease your costs, increase customer satisfaction and reduce returns.
- **Dealer Sales Tool.** Build tighter relationships with your channel partners by enabling them to integrate IT4profit Configurator on their website. You control product content and they provide access to their customers.
- **Sales Force.** Help your salespeople to sell more of your product line - not just the models they're familiar with selling. Reduce training time and ensure they suggest the compatible components and products for the systems.
- **In-Store Kiosk.** IT4profit Configurator can provide retailers with reliable, cost-effective sales assistance right on the offline sales floor. Setting up an IT4profit Configurator kiosk lets your in-store customers identify the right product, reducing your need for additional salespeople.
- **Help Desk.** IT4profit Configurator can work as your help desk knowledge repository. By matching problems with resolutions, IT4profit Configurator provides fast, reliable answers for your help desk staff or directly to your online customers.

### Contact us

IT4profit is open for cooperation with distributors, resellers, integrators, online shops, b2b and b2c projects . To get more information, please contact us at [info@it4profit.com](mailto:info@it4profit.com)