



Product Catalogue

Contegro®
INTELLIGENT
WEBSITE CONTENT MANAGEMENT

An enterprise-level sales tool for displaying products online

CONTEGRO'S® PRODUCT CATALOGUE MODULE PROVIDES AN ENTERPRISE-LEVEL SOLUTION FOR DISPLAYING AN EXTENSIVE RANGE OF PRODUCTS ONLINE. PACKED FULL OF KEY SALES-MOTIVATED FEATURES, THIS MODULE WILL ENHANCE YOUR ABILITY TO DISPLAY AND PROMOTE PRODUCTS TO YOUR CUSTOMERS AND WEBSITE VIEWERS.

The Product Catalogue Module caters for a broad range of cataloguing requirements which will provide the foundation for your business-to-consumer and business-to-business commerce needs. Amongst the many features of the Product Catalogue are; powerful image controls, search engine friendly URL's, cross-selling ability and unlimited advance pricing options for group or member pricing. Product navigation is integrated with global site navigation to give a seamless user experience and items can be clearly marked in or out of stock. The optional RSS output means that you can publish your catalogue directly to consumers.

Suitable Applications

- Product listings
- Business-to-consumer and business-to-business E-Commerce
- Online stores

Browsing for products is easy using various user-friendly options; image navigation, text menu or a full list

The screenshot shows a user interface for a product catalogue. On the left is a sidebar with a list of product categories such as 'Souvenirs (37 Products)', 'Toys (6 Products)', 'Clothing (26 Products)', and 'Books (2 Products)'. The main content area features a 'Guru Gifts' section with three product thumbnails: 'SOUVENIRS (37 Products)', 'ALL BLACKS (19 Products)', and 'CLOTHING (26 Products)'. Below this is a 'Most Popular' section featuring a 'NZ Big Fern Tee' with a description: 'Black is Gold! This is the NZ fern tee to show every one where you come from - New Zealand!'. The product details for the NZ Big Fern Tee include 'SKU CM02', 'STOCK YES', and a price of '\$26.00' with a 'SALE \$24.25' tag. A 'Details' button is visible at the bottom of the product listing.

Key Features

➤ Flexible Categorisation

Manage and group thousands of products with no limit to the number of categories or sub categories. Products can also belong to multiple categories - perfect for multifaceted business structures.

➤ Product Variations

Sell a base product with associated variations of the same product - different colours or sizes for example. Variants can be created in batches to save lengthy data entry. Independent generated SKU's exist for each entry.

➤ Product Searching

In addition to the search facility specific to the Product Catalogue which gives a precise option for locating products only, this module also integrates into Contegro's® site-wide search function. When performing a universal keyword search, products and associated PDF's are included in the results list.

➤ Security Options and Advanced Pricing

Allocate different member-access and define price structures depending on whether you operate in a B2C or B2B environment, or both. Price Breaks give the ability to vary prices based on quantities chosen. Also, display fields depending on the members access, such as pricing and variant options.

➤ Search Engine Friendly URL's

Each product has a unique URL which is search engine friendly and can describe the product fully, making it much more likely that your products will rank highly in online web searches.

➤ Multiple Product Pages

A viewer can click 'tabs' to view multiple segments of separate information. Such as; full details, specification, and an image gallery.

➤ Quick Enquiry Form

Enable your customers to make a 'quick enquiry' about a product they are interested in by contacting you instantly through a pop up enquiry form.

The screenshot shows a detailed product page for the 'NZ Big Fern Tee'. The main image shows a black t-shirt with a white fern frond design. Below the image are 'Enlarge' and 'Close' buttons. The product description includes 'SKU CM02', 'STOCK YES', and a price of '\$26.00' with a 'SALE \$24.25' tag. A 'Print' and 'Email Link' button is visible. Below the main product, there is a 'You may also be interested in...' section featuring two related products: 'New Zealand Tee' (SKU CM01, \$26.00, SALE \$24.25) and 'NZ Fern Quick Dry Polo' (SKU CM03, \$45.00, SALE \$43.95). A 'Details' button is also present at the bottom of the related products section.

An unlimited number of images can be associated to each product and can be 'zoomed' to allow for detailed examination

'Cross-selling' ability will increase the potential value of your sales

The Product Catalogue Module will be designed to suit your website. The example shown is indicative only.

Freephone (NZ) 0800 932 748 or +64 9 415 9301
www.contegro.com | enquiry@contegro.com