

CATALOG GENIE

Catalog Genie can grant your wish!



Catalog Genie®

Many companies now realize that in order to increase sales and reduce costs they need to manage their product information assets and automate the distribution of that information to their customers in print and on the web. Through appropriate technology, they provide personalized, automated communication to their distributors and customers.

Catalog Genie gives you the power to manage and distribute your production information. You can edit your data once and create many customized and targeted catalogs in less time than it takes to prepare a standard issue.

Catalog Genie users can choose products, graphics, page layouts, prices and other catalog components from a database of up-to-date information.

- ✍ Reduce catalog creation time
- ✍ Automate page layout and pagination
- ✍ Implement cross-selling
- ✍ Reduce pre-press and printing costs
- ✍ Market to micro-segments
- ✍ Eliminate errors
- ✍ Save time

Capabilities

Manage your data

Maintain all your product information including graphics and text files in Catalog Genie. Maintain product descriptions and as many product modifiers (attributes such as weight, height, color, material, shipping quantity) as you like.

Manage your catalogs

Catalog Genie enables you to quickly and easily define and edit catalogs by selecting categories, products, and parts (items, SKUs). These catalog definitions are then saved for future publishing.

Output your catalogs to Quark, PDF, or printer.

Manage your customer relationships

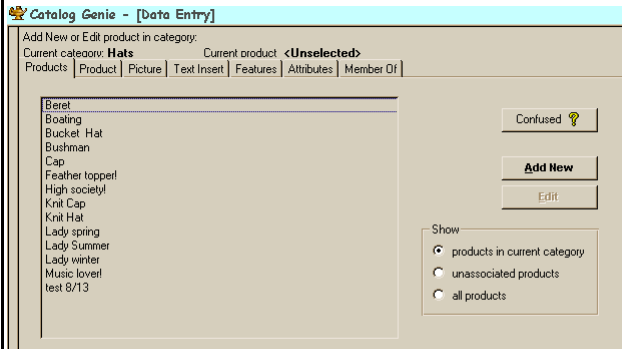
Without any publishing or database experience, you can create a catalog with customer specific price, format, category and product selections.

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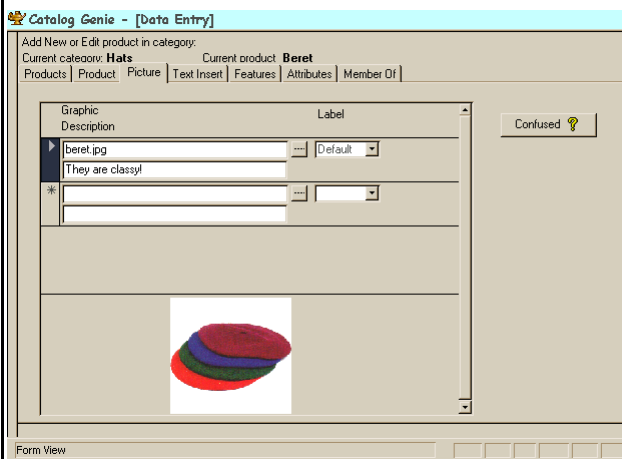
Data Management

Catalog Genie incorporates a self-configuring, Marketing Data Management System that supports an unlimited number of category and product configurations. Parts (items, SKUs) are grouped into Products and Products are grouped into Sub-categories and Categories.

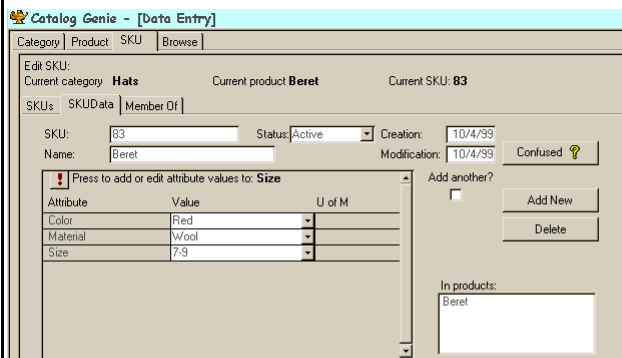
Use Catalog Genie to define and edit categories and products.



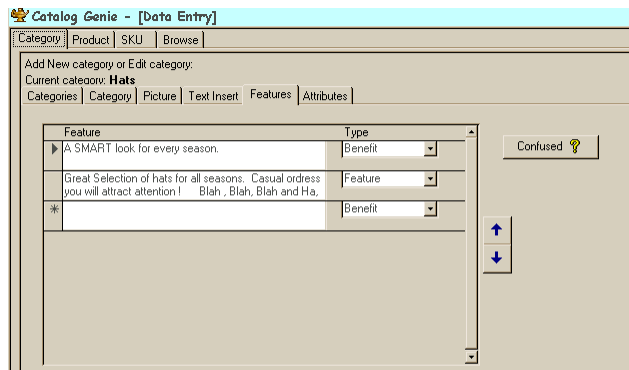
For each category and product you can provide long descriptions and select artwork (photographs, line art, etc).



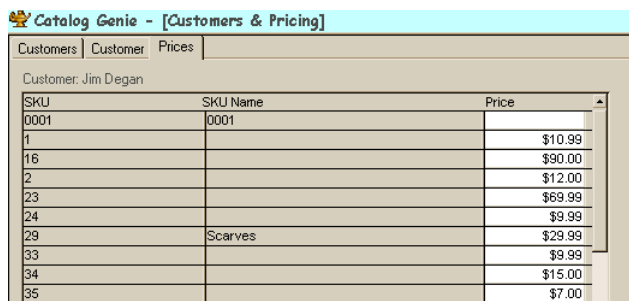
Each product can have its own part modifiers (height, weight, color, material, etc). For each part within a product you edit the distinguishing characteristics.



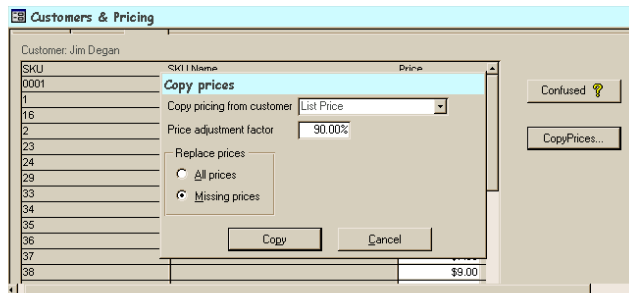
Each category and product can have its own features and benefits (or other user-defined bullet points).



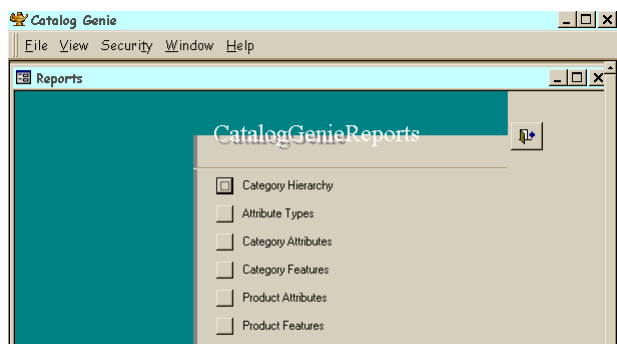
For each customer you can edit the price for each product.



You can also copy prices and apply a discount. You can set all of a specific customer's prices to be 90% of list price.



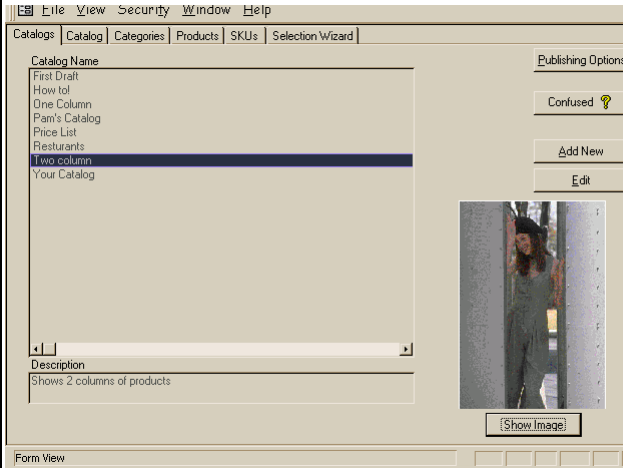
As you maintain your data, you can generate management reports.



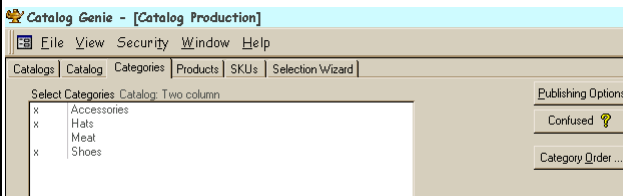
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Catalog Customization

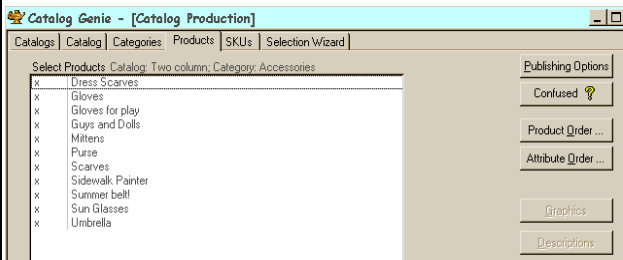
Catalog Genie enables you to manage a catalog of catalogs.



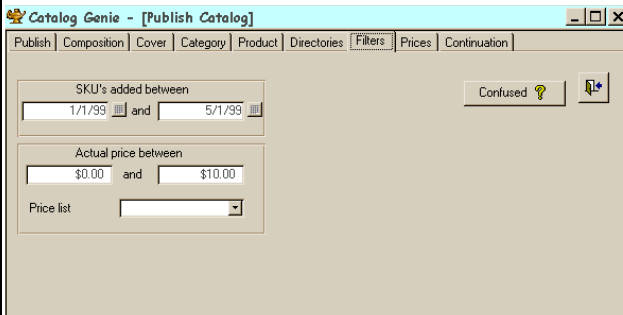
For each catalog, you select those categories that fit the needs of your target market.



You choose the products within the categories.

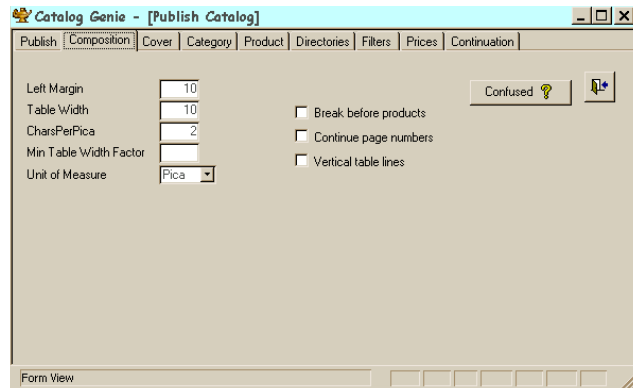


You choose the price and date ranges of the products. You can decide to show only the "new" products! You could decide to sell only the "low price" range products. You can browse your artwork and choose the graphic you like. You decide what products demand a feature graphic.

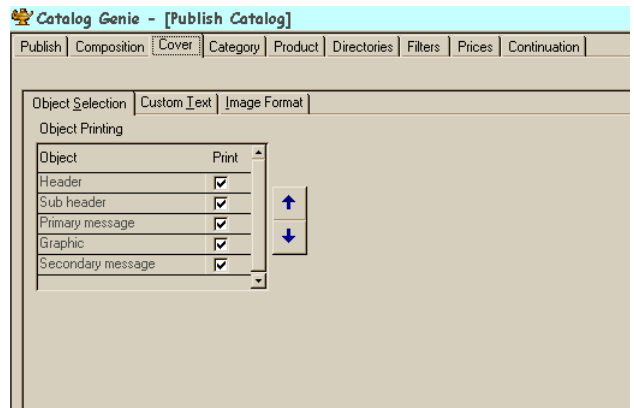


Catalog Production

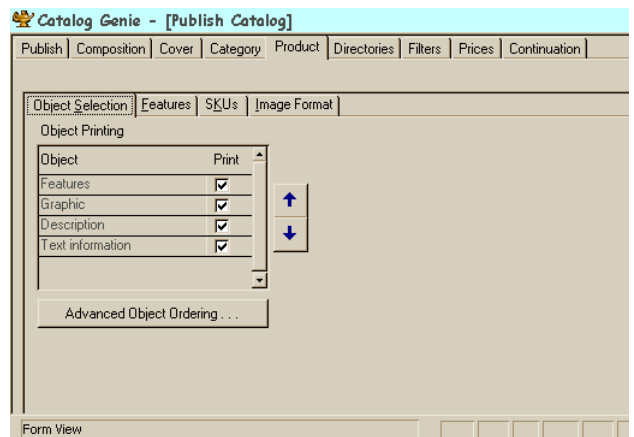
When determining the layout for your catalog you will specify certain compositional specifications.



You will tell the Genie what to include on your cover page.



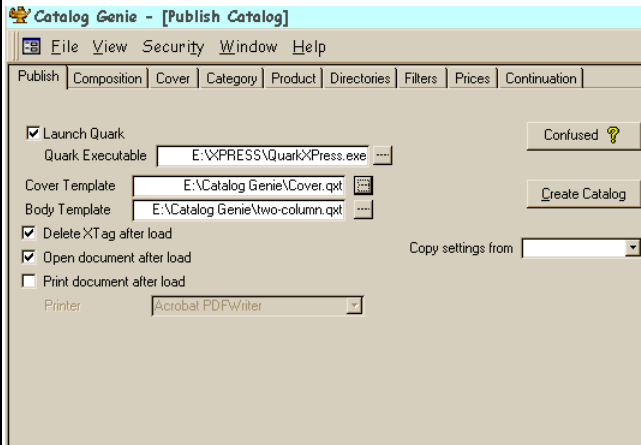
You will tell the Genie what you want on your product pages.



CATALOG GENIE

Generate your catalog!

Once you have told Genie everything it needs to know, you generate the catalog.



Subsequent issues of the catalog can be created by selecting the catalog from the list of catalogs and then pressing the Create Catalog button.

Nothing could be easier.

Facts to remember!

Use your existing database or Catalog Genie's build-in database.

Access your electronic (Web) catalog database and leverage your investment.

Text, HTML, SGML, XML, Tables and images all can be part of your database.

Choose as many product modifiers as you like (i.e., color, material, or size).

DPS offers both off- the- shelf and highly customized versions of Catalog Genie.

Call us at (978)686-7615 for information on how Catalog Genie can help increase your sales and reduce the time it takes to produce your catalogs!

HAT

Top off your look!



Colorful!
Fits perfectly!

Item	Size	Material	Color	List Price	Actual Price
34	7-9	Wool	Black	\$15.00	\$12.00

GLOVES FOR PLAY

Low cost protection!



Rugged materials!
Long lasting!

Item	Size	Material	Color	List Price	Actual Price
40	7-9	Synthetic	Multi	\$7.00	\$4.79

SHOES

Comfort and elegance combined!



Italian leather!
Rubber sole!

Item	Size	Material	Color	List Price	Actual Price
38	7-11	Leather	Brown	\$79.00	\$67.00

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