

Hybrid Catalogs

A Powerful Way of Selling!

R. Roland Rodriguez

Founder / President

eMobileCat

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Some of Today's Buzz Words

RIA

- Flash
- Ajax

Social Web

- Blogging
- Tagging
- Wiki
- Podcast

SOA

- Feeds
- RSS
- Mashups

Why Web2.0 Catalogs?

Better Results

Make More Money

Catalog Drivers

- Sell more to regular customers
- Attract new customers with these engaging processes
- It will expand your loyal customer base

Why Is this so Special?

Processes become more efficient and rewarding

Save Money!

Catalog Drivers

- Advanced Features implemented
- More user interaction that reduces communication “less errors” which makes the process more efficient
- Added Hardware can reduce overhead cost
- Keep New & Existing customers longer

Enhance Marketing Dollars!

Communication Drivers

Applications



Offline / Online

HelpDesk



Kiosk



Scanners



Videos



Rss Readers



Offline / Online

Why Hybrid Catalogs?

Websites & Catalogs tied together to improve sourcing

On-line & Off-line

DeskTop Applications



Web2.0

Hard Copy vs Electronic Catalogs

Which is more economical?

What goes into a Catalog?

Associated Cost	Hard Copy	Electronic	Cost Savings
Advertising	yes	yes	less
Promoting	yes	yes	less
Market research	yes	yes	less
Forecasting	yes	yes	less
New product management and development	How many meetings? Who's involved...	Less involvement	less
Personal Training	yes	yes	less
Sales/Management evolvment (begin & end)	yes	yes	less
Purchasing	yes	yes	less
Printing and update cost	yes	yes	less
Designing/Graphic/Artwork/3D	yes	yes	less
Pricing	yes	yes	less
Channel Management & Administration	yes	yes	yes
Logistics and physical distribution	yes	yes and no	less
Physical storage and shelving both local and external	yes	yes	less
International Business Marketing	maybe	maybe	less
Marketing to Government	maybe	maybe	less
Handling processes	yes	Not really	less
Call Center Support	yes	yes	less
ROI	yes	yes	more

Successful Catalogs

Key Features

RIA Benefits

1.) Faster Time to Market

New & Existing Content

New Products

2.) Real Time Data Decision Making

Backend Tie-Ins

- Stock
- Pricing
- Delivery

3.) Increased Responsiveness

Enriched Data

New Products

Communications

4.) View Web2.0 as Service Software

Always On

Always Improving

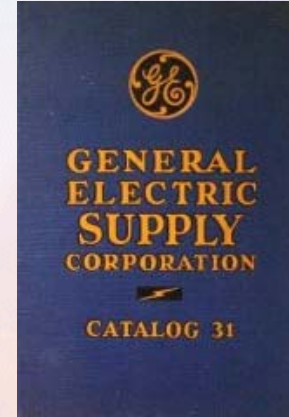
Take an old Category like Catalogs & Spin It with Newer Technologies to Increase Sells!



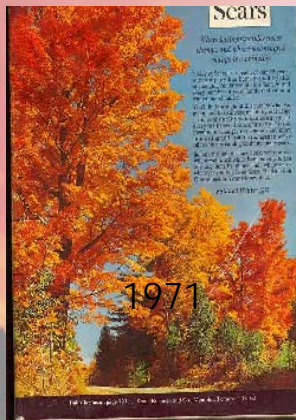
1875



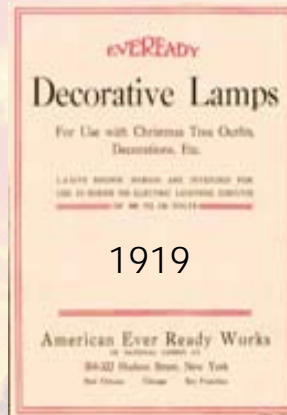
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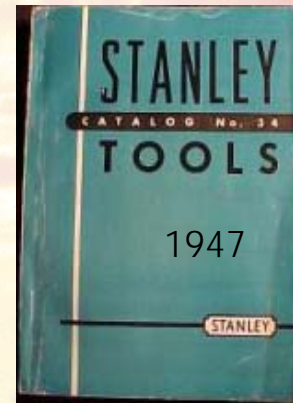
1953



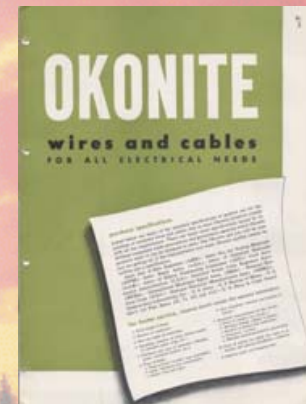
1971



1919



1947



Distribution of Catalogs

Average \$ or % of Sales	Distribute
Hard Bound Catalogs	\$ 234
Online Catalogs	2-15% of Sales
W2.0 eCatalogs	15-30% of Sales

Leap Frog Your Competitors

If You Don't

You Can Bet Your

Competitors Will!

Visit With Us

@ The Technology Show !

Thank You

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Web2.0 Catalog Samples!

