eCC
eCOMMERCE CONTENT SERVICE

RICH CONTENT TO POWER YOUR STOREFRONT, MOBILE, AND ENTERPRISE APPLICATIONS

It is not news that traditional distributors are facing competitive threats from online services like Amazon, catalog distributors like Grainger, and even large national chains that have the resources to develop their own eCommerce initiatives.

Distributors are not willing to cede business when their hard earned customers choose to purchase some of their supplies and materials online. We know that online sales are never going to replace the traditional distributor and the myriad value-added services they provide,

but when customers want to buy even a small percentage of their goods online, you need to be able to offer them, a great option.

Unfortunately, acquiring the rich, relevant product content you need to power your eCommerce solutions can be a very heavy lift. You either face a difficult and expensive in-house project, or settle for content that will not create the compelling environment your online savvy customers expect.

Fortunately, Trade Service has the answer you need. Rich, compelling eCommerce content that is easy to integrate with almost any eCommerce, PIM, mobile, enterprise, or web storefront application, and very importantly, quite affordable due to the leveraged model we employ to build the content.

Top Benefits

▶ **Get competing with the online giants** – like Amazon and Grainger without needing budgets like theirs.

▶ **Integrates** – with almost every eCommerce, PIM, mobile, enterprise, or web storefront application

▶ **Free pilot project** – demonstrates our capabilities with no risk to you

Standard Taxonomy – industry wide product classification based on the Trade Service Commodity Code

Product Name – short phrase identifying item at its most basic level *(sometimes called a noun)*

Brand Name – connects to online user who selects based on brand recognition

Product Image – provides positive feed-back to user for product selection

Attributed Data – technical information needed to enable purchasing decision

Catalog Pages – link(s) to Manufacturer's Catalog pages *(PDF)*

Installation Instructions – link to instructions when applicable *(PDF)*

SDS Page – link to Safety Data Sheet when required *(PDF)*

Spec Page – link to complete technical information on product *(PDF)*

Product Videos

Warranty Information

3D Models

CAD Drawings

UPC No.

Manufacturer Part No.

Features & Benefits – bulleted copy that helps sell the product in an online environment

Packaging Information – can enable calculation of point-of-sale shipping costs

Trimble

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TRADE SERVICE eCOMMERCE CONTENT INTEGRATION

eCC can be integrated with almost any PIM, mobile, eCommerce, or enterprise application including:

- ▶ Second Phase
- ▶ Aldrich
- ▶ Channel Software
- ▶ DCKAP
- ▶ DDI
- ▶ Epicor eCommerce Connect (ECC)
- ▶ Infor eCommerce
- ▶ Innovo
- ▶ Insite
- ▶ Magento
- ▶ P21 B2B Seller
- ▶ Savance
- ▶ Schmitt
- ▶ Simple Apps
- ▶ SourceWare
- ▶ Unilog CIMM2
- ▶ Ximple
- ▶ XOLogic
- ▶ Xtuple

WORKING WITH MARKETING GROUPS

Trade Service and Second Phase work with a number of distributor marketing groups – check with your marketing group leadership to see if we are working on anything for your group. You may be able to leverage your membership to obtain content services as part of a shared cost model which can significantly lower your content acquisition investment.

ADDITIONAL CONTENT

Available on custom basis as needed.

CONTACT US

Content Pilot Project – Don't take our word for it. Let us prove it. Just send us a list of 25 items including the Vendor Name, Vendor Part Number, and Description, and we will build the enriched content according to our proven specification. You will be able to see for yourselves the difference compelling content can make, and be able to test our content in your applications of choice.

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