Exalead CloudView™ for online catalogs

Based According to Forrester Research, online retail sales in the business-to-consumer market (B2C) will grow from $172 billion in 2005 to $329 billion in 2010. This projected market growth underscores the huge opportunity for retailers to publish their merchandise catalogs online.

Many of today's top retailers offer customers the opportunity to purchase products over the Internet. But for individuals to have a satisfying shopping experience - whether they're looking for a particular item or browsing a category of solutions - they need to be able to find what they want to buy. The search function in an online catalog is equally important for salespeople working in the store or helping a customer over the phone, so they can quickly locate a product and determine its availability.

Exalead's unique search technology platform - **Exalead CloudView** - sits at the heart of every Exalead solution and offers a simple and effective search solution that will pave the way for a positive user experience.

Features and benefits

▶ Quick, accurate and comprehensive search results

For each search request, users receive a list of highly relevant results in less than one second. Search results are grouped together by a number of pre-determined criteria (for example, by price or sales promotion).

▶ Innovative navigation tools

To help narrow or broaden a list of search results, **Exalead CloudView** the organizational structure of your catalog to offer customers related categories based on their search query. Hyper-linked keywords and categories allow users to quickly find the catalog entries that best correspond to their search.

▶ Direct access to sales support information

You can customize **Exalead CloudView** so that additional information about a product is listed within the search results, including specification sheets or product reviews, as these can help influence a purchase decision. This information can either be stored in the online catalog or federated from another source.

AT A GLANCE

FOR CATALOGS

Systems supported

- ▸WINDOWS 32-bit: NT, 2000, 2003, XP
- ▸WINDOWS 64-bit: 2003 x64 and XP x64
- ▸UNIX 32-bit: Linux 32-bit
- ▸UNIX 64-bit: Tru64, Solaris, Linux x86-64

Indexed sources

- ▸File-based: XML, Windows, and UNIX
- ▸Databases: Documentum, Lotus Notes, ODBC (DB2, Informix, SQL Server, Sybase, Oracle, Text (CSV), MySql)
- ▸Others: Personalized connectors

Available in On Demand hosted edition

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▶ Maximize sales

At every stage of the search, related products are listed to up-sell and cross-sell your customers and maximize your profits. For each search, **Exalead CloudView**™ organizes and summarizes information from many product databases to provide the right information to your customers.

Customers

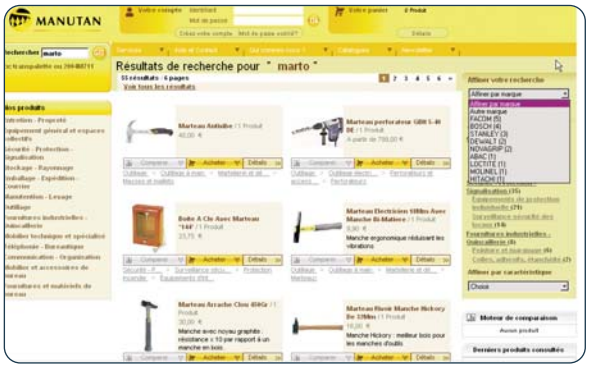
▶ 3 Suisses

3 Suisses' offers up-to-the-minute fashions for men, women and children, and a selection of household and leisure products in France and across Europe. **Exalead CloudView** is used to power search on their website 3Suisses.fr

3Suisses.fr powered by **Exalead CloudView**

▶ MANUTAN International

Exalead's navigation technology was chosen by Manutan to provide instantaneous access to their online catalog of 300 000 products, for the French, UK, Czech Republic, and 15 other markets.



Manutan.fr powered by **Exalead CloudView**

▶ American Greetings Interactive

Search and navigation in an online catalog for this interactive content producer (ringtones, logos, games, etc.). This service will soon be available on www.kiwee.fr, and then adopted by other American Greetings' portals.

www.americangreetings.com powered by **Exalead CloudView**

To learn more about how **Exalead CloudView** can improve your customers' online catalog shopping experience, please contact Exalead sales.

ABOUT EXALEAD

Founded in 2000 by search-engine pioneers, Exalead (www.exalead.com) is a global provider of software that is designed to simplify all aspects of information search and retrieval for organizations of all sizes.

Based on the first and only unified technology platform for desktop, intranet or Web search, Exalead offers easier deployment, administration and use than any other enterprise-type search software. This is true whether for one or thousands of desktops, a small business or global enterprise, and conforms to any technology environment. It also adapts to user habits for a uniquely satisfying search experience.

Exalead software is used by leading banking and financial services, media, consumer packaged goods, research, retailing sports entertainment and telecommunications companies around the world, including Air Liquide, BNP Paribas and Carlson Wagonlits. Exalead is an operating unit of Qualis, an international holding company.

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