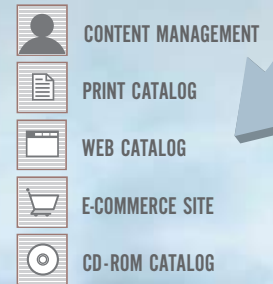


CONTENT MANAGEMENT SOLUTIONS FOR CATALOGS

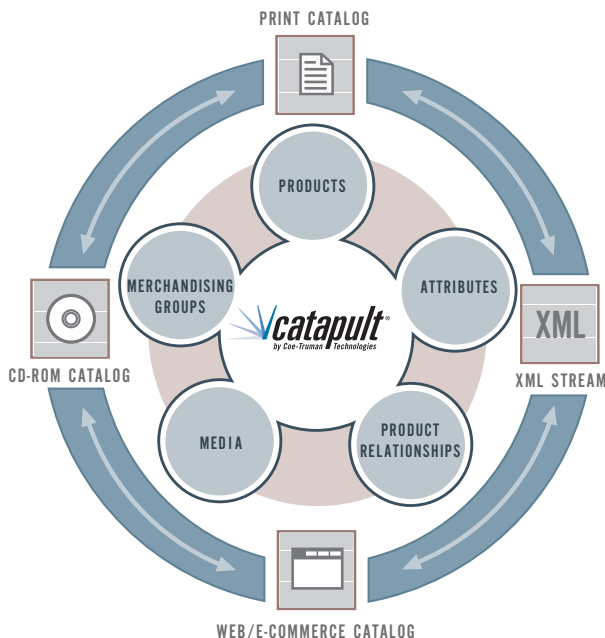


Catapult Content Manager

The foundation of Catapult's highly functional catalog publishing system is the robust Catapult Content Manager. Catapult Content Manager is a user-friendly, web interface used to manage product data including:

- Attributes & product specifications
- Digital Assets: images, text descriptions, documents (MSDS, PDF's, etc.)
- Categories & Subcategories
- Product Relationships for up-selling & cross-selling

Catapult Content Manager can be used in conjunction with Catapult Print, Web & CD Modules for on-demand data driven publishing. An illustration of these data entities is detailed below.



Integration with Existing Data

In today's business environment, it is commonplace for product data to exist in one or more business systems. CTT's Professional Services Team will work with clients to determine the best processes and business rules for making existing product data available to the Catapult system.

Data Loading

In addition to integrating Catapult with existing data systems, Catapult supports a number of data loading methods which include:

- **Direct Input:** Users can add, view and maintain data directly via the web-based Catapult Content Manager at a product or category level.
- **Catapult Data Loading Tool:** An integrated component of the Catapult Content Manager, this feature allows users to build customized data loading templates in Microsoft Excel for efficient mass data loading and review. A quality control mechanism ensures that data is uploaded correctly with specialized error-reporting for the user.
- **Direct Integration:** CTT's Professional Services Team can implement a variety of live, scheduled, or on-demand updates from existing data sources with the Catapult database.

Technology Specifications:

- Microsoft Windows Server 2003
- Microsoft .NET Architecture
- Microsoft SQL Server 2000/2005
- Microsoft Internet Explorer 5.5 or Higher

Contact CTT today to find out how Catapult Content Management & Publishing Solutions can increase sales for your company.

DATA DRIVEN PRINT CATALOGS



CONTENT MANAGEMENT



WEB CATALOG



E-COMMERCE SITE



CD-ROM CATALOG

Catapult for Print Catalogs

Catapult lets users create print catalogs, flyers and sales materials faster and more accurately. The Catapult Print Module works with industry leading tools such as Adobe InDesign and QuarkXPress to build stylish and flexible page layouts that meet your business needs.

Benefits of Catapult's Print Module

The ability to publish pages more efficiently and accurately ultimately means putting catalogs into the hands of customers faster. In addition, Catapult's robust data management capabilities support customer specific catalogs, smaller catalog supplements, flyers, and more. Catapult Print Module benefits can be summarized as follows:

- Faster production time, reduced production costs
- More accurate & robust catalog data
- Consistent and complete product data across all channels (Web, CD, etc.)
- Fully customizable page layouts
- Bi-Directional database integration
- Harnesses the power of XML

Additional available features include:

- Custom Page Template Creation Services
- Custom Data Capture/Mining Services

Technical Specifications:

- Mac OS X (10.3 & up)
- Windows XP/2003
- Adobe InDesign CS2 or higher
- QuarkXPress 6.5 or higher

Contact CTT today to find out how Catapult Content Management & Print Catalog solutions can increase sales for your company.



WEB CATALOGS AND E-COMMERCE SOLUTIONS



CONTENT MANAGEMENT



PRINT CATALOG



CD-ROM CATALOG

Catapult for Web Catalogs & E-Commerce

Catapult's Web Module is used to build and manage "best of class" Web Catalogs & E-Commerce Solutions for B2B & B2C with customized look-&-feel and corporate branding. By using Catapult Content Manager, users can easily update product data on-demand. Catapult's Web Module can be used by both large and small marketers in both B2B and B2C channels and includes the following features:

Catapult Web Navigation Features

- Advanced search capabilities
- Product Results Page featuring detailed Project Information
- Category Results Page featuring drill-down capabilities
- Ability to display a variety of images, attachments and product diagrams
- Up-selling and cross-selling functionality
- Promotions and top sellers

E-Commerce Features

- Shopping Cart
- Complete integration with fulfillment & inventory systems
- Stored user account information & past orders
- Customer Service Support Module

Catapult Marketing Support Features

- Integration with e-mail tools
- Integration with affiliate programs
- Integration with analytics packages
- Search engine & key word optimization
- Coupons & discount tools
- "Build-A-Flyer" instant sell sheet creator
- Integration with e-commerce portal channels



Calendars.com

Mitutoyo.com

Sample B2B Features

- Customer specific log-in & pricing
- Multiple customer payment methods
- Integration with customer or channel procurement systems
- Rapid order entry & re-order capabilities

Additional Features & Services Offered

- Design & navigation consultation
- Marketing & reporting tools
- Hosting & stats packages

Technical Specifications:

- Microsoft Windows Server 2003
- Microsoft .NET Architecture
- Microsoft SQL Server 2000/2005

Contact CTT today to find out how Catapult Content Management & Web Solutions can increase sales for your company.

CD CATALOG SOLUTIONS



CONTENT MANAGEMENT



PRINT CATALOG



WEB CATALOG



E-COMMERCE SITE

Catapult for CD Catalogs

Catapult lets businesses create database driven CD catalogs that allow sales reps, customer service personnel and customers to search for products and product information directly from their own computer. These branded and dynamic CD Catalogs include complete interactive navigation allowing for drill-down category selection, up to 6 search criteria, comprehensive display of product data and media, add-to-cart features and much more.



NALCO CD Catalog

CD Catalog Features

Catapult CD catalogs are very easy to use and allow for a variety of ways to find products. Products can be searched by category, attribute (i.e. price, unit of measure) and even slang terms or keywords. In addition, the CD displays full product details including specifications, product images, exploded-view diagrams, attachments (such as MSDS sheets) and product relationships for up selling and cross-selling. Other features include:

- Corporate branding including logos and colors
- Cross-platform usability (Mac & Windows)
- Built-in PDF viewer and document library
- Drill-Down Category Navigation
- Advance searching with up to 6 search criteria
- Display category images, descriptions and search results with thumbnail views
- Expandable image viewer
- Ability to add additional marketing information (FAQ's, MSDS Sheets, etc.)
- "Add-To-Cart" feature with printable order form and more

Catapult CD Catalogs can be created on-demand using the non-technical and user-friendly Catapult Content Manager and CD Configuration Module. CTT also offer's CD Catalogs via a service bureau model.

Contact CTT today to find out how Catapult CD Catalogs can increase sales for your company.