Where will you

be when B2B

takes off?

MARTSOFT

The foundation for business collaboration online

Today, e-commerce means business.

Business-to-business (B2B) e-commerce is the fastest growing market segment on the Internet. Forrester Research predicts that B2B trade on the Internet in the U.S. alone will increase from $109 billion in 1999 to $2.7 trillion in 2004. Gartner Group puts the figure closer to $7 trillion worldwide in 2004, with the number of online marketplaces growing from 600 to 4,000. However, no one is determining how the islands of Internet commerce will be connected successfully, quickly, and efficiently.

Until now. MartSoft is introducing the B2B e-commerce platform that breaks through technology bottlenecks to fulfill the promise of business online.

MartSoft: Opening opportunities in B2B e-commerce.

The MartSoft catalog platform streamlines content creation and aggregation for online catalogs—making it fast and easy to build vertical portals, procurement solutions, and supply-chain management systems.

More precise search technology allows users to find exactly what they need more quickly and efficiently. The interoperable catalog engine enables free information interchange among catalogs and a streamlined supply chain.
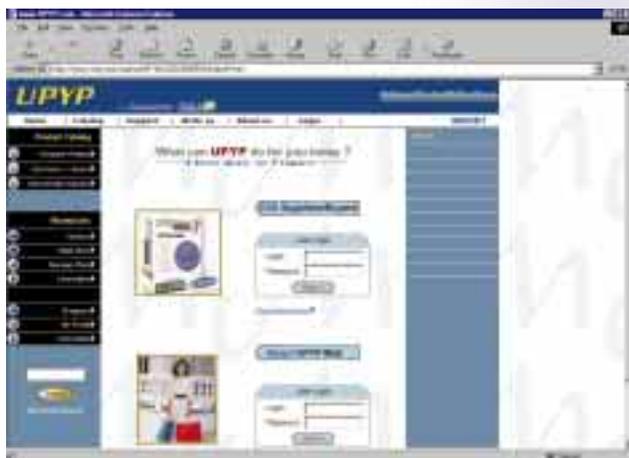
Build an online store in minutes

MartSoft's open architecture enables integration and collaboration to facilitate global relationships and cooperation—allowing users to establish relationships with other catalogs for aggregation and streamlined supply chains.

The IntuiCat™ product from MartSoft is a powerful e-commerce software suite, built on this unique technology platform. Based on open industry standards, IntuiCat™ is interoperable to enable a true global information interchange that is highly scalable, platform independent, and easy to extend and customize.

Multi-lingual support throughout the system allows local control with global connectivity. Each branch or catalog can manage their content portals locally in their language. They can easily aggregate content for uniform presentations in other languages to cooperative marketplaces, global enterprise, and other portals.

Multi-lingual support

Eliminate the bottlenecks to online sales.

If implementation time is a stumbling block in getting your e-commerce solution deployed, MartSoft has the solution. Vendors can build their own online store in minutes—entering products, descriptions, and images into their product catalog right through their browser. The MartSoft technology is built on industry standards,
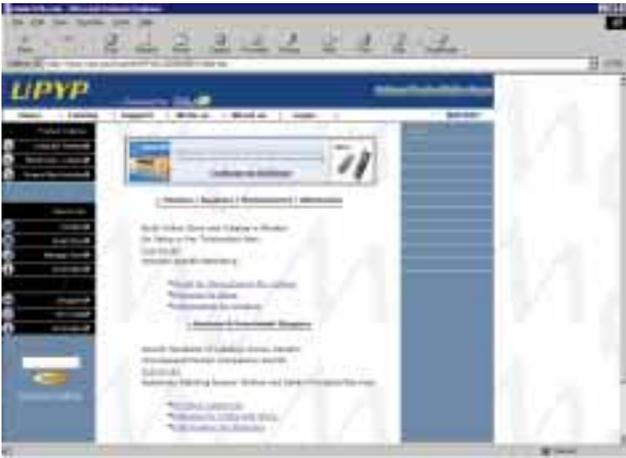
Manage catalog resources

making it easy to integrate it into other solutions, legacy systems, and supplier channels. This provides users with the solutions they want faster than other higher priced applications.

The MartSoft solution saves more than time to market—it also saves operations time. Unlike the business-to-consumer marketplace, B2B buyers have little time to waste, and less tolerance for inefficient search capabilities. MartSoft paves the way for precision searches and intelligent matching with well-structured, interoperable content. The advanced search engine allows purchasers to enter all the important attributes ranging from technical specifications to cost constraints. The application returns precise results from multiple vendors and catalogs with a single mouse click.

If a customer fails to locate a desired product, they can submit a "to buy" request with all the product attributes they want. Vendors can examine these requests and contact the customer with a custom or non-standard product. In addition, if a vendor subsequently lists a product that matches a customer's standing request, the MartSoft software solution automatically matches the request with the product and then notifies the customer of the match.

Product and service catalogs can be automatically linked to procurement systems for a two-way live supply/demand channel. Database links automate catalog updates to make maintenance painless and eliminate frustrating link errors for buyers.

The time is now. The solution is MartSoft.

Every year, U.S. companies spend more than $90 billion in quickly obsolete catalogs according to Catalog Age. As product lifecycles get shorter and shorter, the time and money wasted in inefficient supply chains will become a more serious problem. However, a 1998 Business Week study estimates that streamlined, automated supply chains have already achieved cost efficiencies of 15-25 percent.

**MartSoft: Better solutions for B2B e-commerce**

Other Available Solutions	MartSoft Solutions
Expensive and Inflexible software	Comprehensive, flexible, scalable affordable software suite
Keyword search; Bookmarks and eyeballs	Multi-level parametric, precision search; Automatic buyer-seller match-making
Isolated catalogs	Interoperable, collaborative, multi-lingual catalog platform
Obsolete catalogs; Stale information	Real-time updated catalogs; Dynamic data support
Limited data source support; High deployment overhead	Supports over 150 legacy data sources; No need to change current business process
Manual updates; High operational cost	Controlled automated updates; Minimal operational costs
Centralized control	Global presence with distributed local control
Long deployment time	Deploy NOW and grow GLOBALLY

MartSoft technology offers effective B2B e-commerce by providing solutions that speed time-to-market, create collaborative supply chain environments, and optimize search capabilities

Isn't it time you took advantage of the promise and potential of B2B e-commerce—now and for the future?

Find out how easy and efficient B2B e-commerce can be for your business. Contact MartSoft today at http://www.martsoft.com
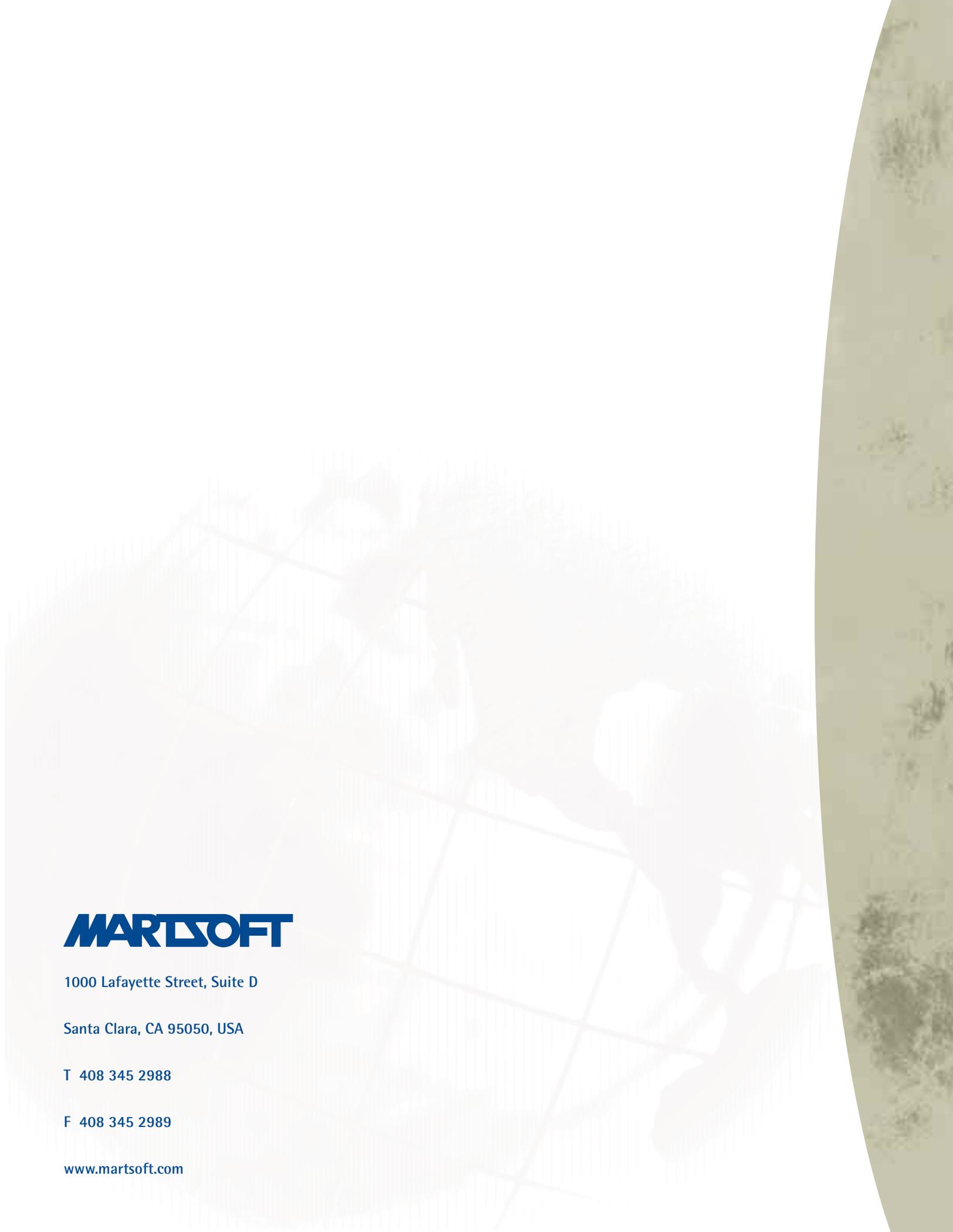
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