

Accelerating

A proven solution for increasing

Your Suppliers'

your eProcurement ROI—

Participation in

at no cost to you.

eProcurement



A Simple Approach

Enterworks® offers a unique and effective way for your suppliers to publish eCatalogs pre-formatted for your eProcurement system. *This solution costs you nothing,* and to implement it, all you do is:

1

Provide us with your desired catalog format.

2

Validate the output from our catalog creation software.

3

Co-introduce the catalog software to your suppliers.

The result: With no additional cost to you, you're now receiving pre-formatted eCatalogs directly from your suppliers. You've eliminated the time and cost of content conversion, and made sure you'll always get accurate, up-to-date content.

A Closer Look

Requiring suppliers to submit electronic catalog content has traditionally been viewed as eProcurement buyers wielding a stick, but offering no carrot. Buyers have been left to shoulder the high cost of content conversion, or wrestle with the uneven results from spreadsheet templates or other buyer-supplied tools. Along the way, buyers have watched the total cost of their eProcurement initiatives escalate, and their supplier "on-ramping" goals continue to elude them. But now you can make your electronic content requirements much easier for your suppliers to accept.

Buyers Speak



I've seen enough six-figure solutions from catalog vendors. What I **need** are more suppliers on board who will leverage the eProcurement investment I've already made.

Now You Have a Carrot to Offer

Enterworks Catalog Builder™ (ECB) lets suppliers easily generate catalog content from multiple sources and output it pre-formatted for buyers' specific eProcurement platforms. Designed with feedback from suppliers, ECB is easy to implement and simple to use. (Suppliers have produced their first catalog with ECB in as little as one hour.) Suppliers save time and money by using their existing IT resources, and they appreciate the control they can maintain over their catalog content.

Taking a Win/Win Approach With Your Suppliers





Simply by making your suppliers aware of Enterworks Catalog Builder you're introducing an easy, inexpensive way for them to meet your requirements for electronic content. For as little as \$2500, your suppliers can get a desktop version of this proven, world-class eCatalog software that's sold in the general market for \$100,000. But a very attractive price is only part of the value your current and potential suppliers see when they look closer at Enterworks Catalog Builder. ECB is a full-featured, Windows®-based, desktop application that:

- 📁 **Delivers real-time content** integrated from multiple data sources, including structured files, word processing files, spreadsheets, flat files, Web pages, HTML, XML, and images.
- 📁 **Generates catalog content with the push of a button** that conforms to electronic catalog formats including:
 - Ariba cXML, Ariba CIF 2.1, Ariba CIF 3.0
 - Commerce One xCBL, Commerce One CUP
 - EDI x12 832
 - Oracle OAG
 - Requisite eCX 2.0
 - RosettaNet PIP 2A1
 - Any **custom**, buyer-specified format

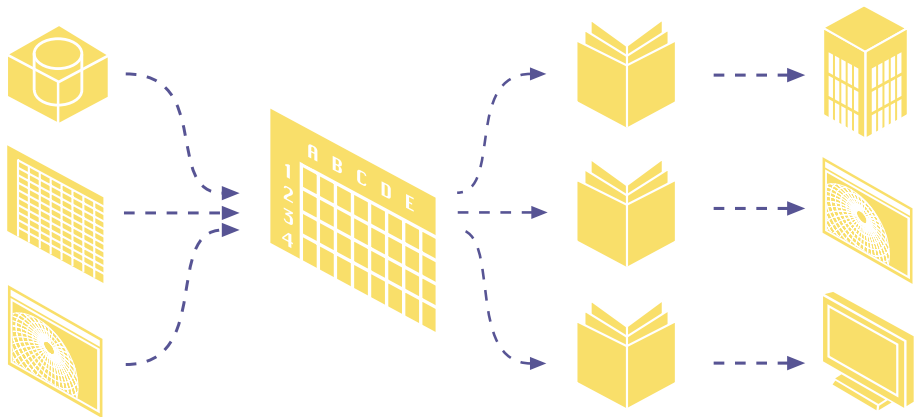
Suppliers Speak



The last thing I need are more **free tools** from my buyer. I've spent more time and resources on those 'free' tools than I would have spent buying solutions on my own.

- 
Cleanses, transforms, normalizes, and rationalizes variable content into standardized, structured catalog schema. Suppliers control the representation of their own data while meeting the requirements of your eProcurement system.
- 
Graphically assigns taxonomy codes (and any other codes you require) to catalog line items.
- 
Evolves with emerging eProcurement standards, so the catalog solution never becomes obsolete. Any changes you want can easily be reflected in your suppliers' output.
- 
Is field tested and proven by suppliers who generate eCatalogs for global, billion-dollar eProcurement buyers in manufacturing, oil and gas, retail, and other industries.

What Enterworks Catalog Builder Does



Aggregates content from Excel® spreadsheets, databases, and other sources

Rationalizes content, adds attributes, assigns UNSPSC codes

Creates custom catalogs in buyer-specified formats

Publishes catalogs for distribution to customers, the Web, or other channels

Suppliers Speak



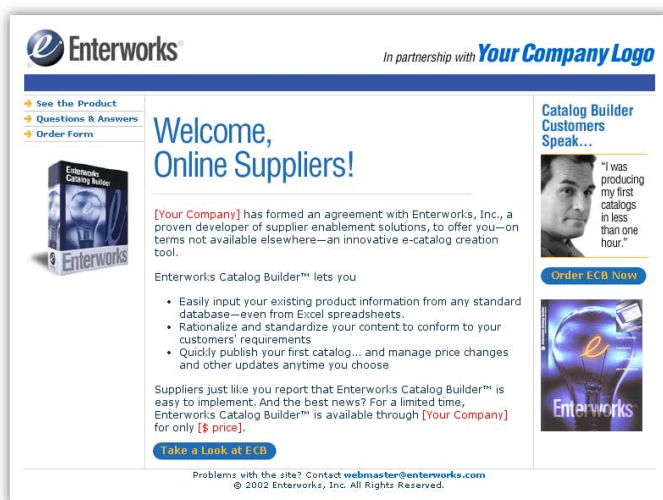
We've found Enterworks Catalog Builder very easy to use. We're business people around here, not technical types. But we produced our first catalog in less than an hour.

Optional Assistance

With Enterworks Catalog Builder, the addition of hundreds, or even thousands, of new suppliers to your eProcurement network is possible. But how do you gain buy-in from scores of suppliers in a short time frame?

Get As Little— Or As Much— Enablement Help as You Want

Throughout your supplier ramping effort, Enterworks can support you with optional joint programs for reaching out to your suppliers, conveying to them the win/win value of ECB, and establishing an efficient mechanism



▲ **Mini-Websites, branded under your company name, provide an easy way for your suppliers to learn more about Enterworks Catalog Builder— and even purchase the product online.**

and flexibility by co-presenting online seminars with you to bring your suppliers up to speed on the specific ECB offering for your eProcurement system. And, we can create mini-Web sites, co-branded with your name and customized content, that make it fast and simple for your suppliers to learn more about ECB.

for them to learn about the new software available to them as one of your suppliers. In fact, we've made joint presentations at supplier summits hosted by buying hubs, and gained enablement commitments from supplier attendees on the spot. We can also make the most of the Web's reach

Buyers Speak



We've made the Enterworks mini-Web sites a key part of our supplier enablement program—allowing us to control our message to suppliers *and* accelerate our program.

Implementing Quickly and Smoothly

Your suppliers can order copies of Enterworks Catalog Builder— validated as producing catalogs in the format you require— directly from the same



▲ **An interactive training CD is included with every copy of Enterworks Catalog Builder to ensure your suppliers get up and running quickly.**

branded mini-Website where they can find general product information. Enterworks Catalog Builder requires no specialized expertise to install, and many suppliers are able to produce their first catalog in a matter of hours. Every copy of Enterworks Catalog Builder includes a computer-based training CD to help suppliers get the most out of the software.

Staying on Track—and Growing

We regularly host Web seminars to share eCatalog creation tips and ensure that ECB delivers ever-increasing value to your suppliers over time. And, as the quantity of inbound supplier catalogs increases, we can help you manage— across your enterprise— the entire process of catalog receipt, validation, approval, tracking, and reporting.

Now is the Time to Act

You've got higher expectations for your eProcurement ROI, and Enterworks can help you achieve it by accelerating your supplier recruitment *at no cost to you*. The key to this unique, yet proven approach is Enterworks Catalog Builder, the simple, quick-to-implement catalog creation solution that delivers new value to your suppliers, and ensures the current, error-free catalog content you need for eProcurement success.

Call Enterworks today at 1-888-242-8356.

Buyers Speak



Enterworks' unique approach to supplier enablement is a true 'win-win,' and our suppliers now see our supplier integration program in an entirely new light.



About Enterworks

Enterworks®, Inc. develops, markets, and supports software that enables buyers and suppliers to create, manage, and share electronic catalogs for faster return on their eProcurement investment. The Company's applications are built on proven business process and content integration technology used by some of the world's largest manufacturing companies, financial services firms, technology providers, and US government military and intelligence agencies. In addition, the company's solutions are embedded by global technology vendors and marketed by partners worldwide.

Enterworks, Inc.

19886 Ashburn Road

Ashburn, VA 20147

1-888-242-8356

info@enterworks.com

www.enterworks.com



Copyright © 2002 Enterworks, Inc. "Enterworks Catalog Builder," "Enterworks Content Exchange," and "Enterworks Process Exchange" are trademarks, and "Enterworks" and the "e." logo are registered trademarks, of Enterworks, Inc. All other product, service, and company names are trademarks or registered trademarks of their respective holders. Enterworks Catalog Builder is powered by Enterworks Content Exchange.

