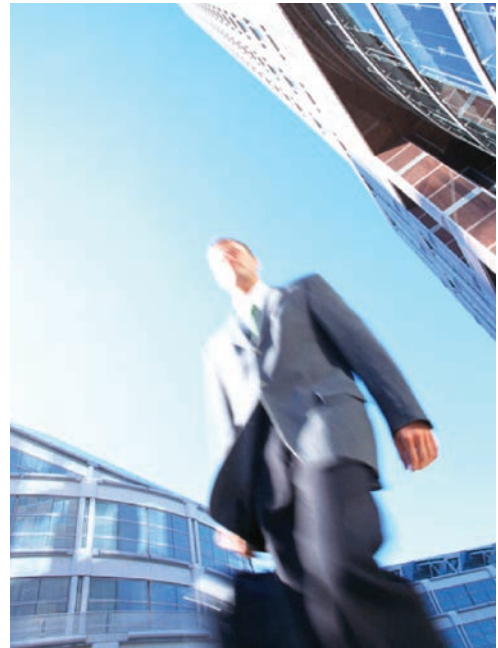


# CNET Content Solutions

The global leader for product data & online sales tools

**Worldwide retail e-commerce revenue to reach \$700 billion by 2010<sup>1</sup>**

**Worldwide online buyers represent 85 percent of the world's Internet users<sup>1</sup>**



Online buying has reached critical mass. And, with critical mass comes a higher level of expectations—online buyers expect a richer user experience when making purchase decisions. Functionality and product content that online buyers have come to expect are user ratings, professional and aggregated reviews, product and price comparisons, and videos to name just a few. At the same time, distributors are feeling the pressure to ensure their services evolve to meet the expectations of resellers and retailers as they continue to face more competition, demand, and shorter product life cycles.

The end goal is about converting shoppers into buyers no matter where your business falls within the e-business life cycle. So, where does one go to make sense of it all?

## **We don't make e-commerce sites – we make them better**

CNET Content Solutions is the world's leading independent source of product information. With detailed content on over 6 million technology products in 15 languages, CNET Content Solutions helps thousands of resellers and retailers convert shoppers into buyers every day. From standardized content delivery to hosted services and custom solutions, we empower businesses of all sizes to maximize the value of product information to improve their customer experience and bottom line. We work with over 2,100 e-commerce partners, including CDW, Computacenter, Dabs.com, Dell, Hewlett-Packard, Insight, Microsoft, OfficeMax, PC World Business, and Tech Data.

<sup>1</sup> Source: The Nielsen Company, "Global Online Survey on Internet Shopping Habits," January 2008.

## Product Selectors

### Compatible accessories – Deliver the right product and reduce returns

Our multi-manufacturer product selectors enable resellers to sell more accessories and consumables on their website. Our comprehensive product selectors ensure that customers find products that are compatible with their devices, increasing customer satisfaction and reducing product returns. These selectors are hosted solutions, powered by CNET Content Solutions' DataSource, and updated daily. We provide three product selectors: Memory, Ink & Toner, and Battery & Power.

## ChannelOnline

### Synchronize sales activities—Automate back office functions and merchandising

ChannelOnline™ is a sales cycle automation solution that's designed to give small to medium-size resellers all of the operational advantages of their large competitors—empowering them to maximize margins, grow revenues and increase customer satisfaction. ChannelOnline is a hosted service that automates key business processes and transactions, from quoting and procuring to e-commerce, giving resellers control over the complete sales cycle

## Customized Solutions

### Understanding unique business needs

CNET Content Solutions provides custom services that can help you drive value to your business. Our methodology supports business exploration and evaluation, product development, on-site installation, user documentation, and project management with world-class support throughout the implementation life cycle.

## Customer benefits

### Reduce costs and increase profitability

Remove in-house development overhead, automate process-management areas of your business, and redeploy resources to better support core competencies.

### Improve product content management

Maximize your sales and marketing investment through better management and distribution of your product information.

### Provide better choices and a better experience

Build intelligence and customization into your e-business to empower your customers to find the right products in a rich, yet easy-to-use environment.



# About CNET Content Solutions

## Our products and services

### DataSource

#### Standardized and normalized product information – Building the foundation

DataSource™ powers websites with the most comprehensive product information available for custom datasheets, refined searches, side-by-side product comparisons, and a range of other applications. DataSource provides technology resellers, retailers, distributors, portals, and manufacturers a global source for consistent content to power their electronic product catalogs. By taking non-standardized product information from multiple manufacturers, processing it into a standardized product data model, and storing it in a structured data repository, DataSource delivers the most complete, cost-effective product content delivery solution in the industry.



### ContentCast

#### Syndicate your brand & products online

ContentCast™ is a manufacturer focused service designed to maximize your global digital marketing presence and support your channel partner marketing strategy. As a manufacturer you are acutely aware that more than ever buyers are researching products and shopping online. Shoppers seek valid and comprehensive product information along with a strong brand experience to give them confidence and assurance to make a buying decision.

### PartnerAccess

#### Control and manage product information – Influence the channel

PartnerAccess™ allows manufacturers to control their product information all the way through the channel. Through the use of an online portal, manufacturers can automate and streamline each step of the product content management process. From content creation and launch, through product content delivery and tracking, PartnerAccess allows manufacturers to integrate directly into our content production process and distribution network of over 2,100 channel partners.

### Intelligent Cross-sell

#### Suggestive selling – Increase cross-sell, up-sell and add-ons

Intelligent Cross-Sell™ simplifies how e-commerce retailers automate and optimize the cross-selling of accessories and complementary products to increase order sizes. With a single interface, retailers can establish desired product strategies, gain more control over cross-sells, up-sells and add-ons, improve the quality of accessory merchandising, and enhance the overall user experience by providing more relevant product suggestions to their customers.

# About CNET Content Solutions

## Global world-class service and support

We make it easy for you to do business with us. We provide localized customer service and technical support with offices around the world to better support your business in your native language. With a 90 percent customer renewal rate that includes some of the largest e-commerce businesses, we're trusted by manufacturers, distributors and retailers around the globe.

### Don't take our word for it...

#### Dell

"CNET Content Solutions understands our business needs and was able to provide solutions focused on reducing operational costs and improving our customers' buying experience."

Marc Brunel-Walker, EMEA online manager

#### Insight Direct U.S.

"Insight's partnership with CNET Content Solutions has allowed us to provide our clients with consistent, normalized product data and accessories for over 200,000 IT products."

Julie Jones, vice president of marketing

#### Office Depot

"The Intelligent Cross-Sell solution enabled Office Depot to quickly optimize cross-sell opportunities throughout the Web and, in-turn, provide more relevant product suggestions to our customers."

Noah Maffitt, director of e-commerce

#### Computacenter

"CNET Content Solutions enabled Computacenter to extend and enhance our e-commerce platforms in the UK, Germany, Belgium and France. As a result, we've experienced positive results from an operational and revenue perspective."

James Pelham-Burn, director of e-business

CNET Content Solutions ([www.cnetcontentsolutions.com](http://www.cnetcontentsolutions.com)), a division of CBS Interactive, is the world's leading independent source of product information. With detailed content in 36 markets on over 6 million technology products in 15 languages, CNET Content Solutions converts shoppers into buyers by providing product information and creating solutions that empower businesses to improve their customer experience and bottom line. Customers include CDW, Computacenter, Dabs.com, Dell, Hewlett-Packard, Insight, Microsoft, OfficeMax, PC World Business, and Tech Data.

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