

Great E-Commerce Needs Great Data.

What Kind of Data is the Foundation of *Your* Business?

92% of the content on E-Commerce sites is *Product Data*

THAT ESSENTIAL DATA comes from many different suppliers and internal sources, so it's inconsistent, cryptic and most likely incomplete. It's your job to transform that patchwork of data into a seamless, richly-detailed and strongly branded shopping experience for your customers. Do that and you'll win their loyalty. Fall short and they may click over to a



competitor's site...



Great product data doesn't just happen

A good customer experience starts with great product data. However, great data doesn't just happen — it first needs to be *standardized, classified, translated* and *enriched*. Only then can you realize the full potential of your powerful search and navigation technologies, product comparisons, and multi-channel branding efforts.

Two techniques you can't afford to use

E-Commerce companies typically use one of two techniques to 'fix' their product data:

- **Lots of custom coding and scripting**, often requiring years of development and constant upkeep, but almost always delivering mediocre results.
- **Manual review and editing**, which is slow, expensive, error-prone and not very scalable... This is what happens when an essential business process can't be automated.

One technique you can't afford to miss

With ballooning SKU counts, E-Commerce companies can no longer rely on coding or hand-crafting of their product data — what's required is an *automated* solution for Product Data Quality and Governance.

That automated solution exists today — it's the **DataLens™ System** with its breakthrough semantic technology that's built from the ground up for product data. No coding. No manual editing. Fast, effective and scalable, with a rapid ROI.

Plus, Silver Creek Systems has partnered with industry leaders like Endeca to deliver a seamless solution that helps online retailers turn product information into a major competitive advantage.

Remember: *Great product data goes right to the bottom line* by enhancing everything from search & navigation, product comparisons, branding consistency and the overall customer experience... Isn't that the kind of data you want as the foundation of *your* E-Commerce platform?

For more information

Silver Creek Systems

10385 Westmoor Drive, Suite 225
Westminster, CO 80021

720-304-9828

www.silvercreeksystems.com

Learn about the DataLens System by visiting the **Endeca** booth (#305) or the **Silver Creek Systems** booth (#6) at the 2006 Shop.org Summit.

We'll show you just how easy it is to transform your product data into the solid foundation you need for great E-Commerce.

