

Optimize Your Product Data For Endeca Search and Navigation



You bought Endeca because it's the acknowledged leader in search and attribute-guided navigation. But are you loading it with the kind of high-quality data it needs to excel? Most companies have product information that is inconsistent, lacking key attributes and classifications, and is seldom available in all the languages spoken by their global customers.

So although your Master File may contain some of the columns shown in the "After" example on the previous page, chances are that information is partial, inconsistent and a real headache to maintain. That's the dirty secret even the best companies have to live with.

How is your organization 'fixing' its product information today? Until recently, there have been three common responses:

1. **Custom coding and scripting**, often requiring years of development and constant upkeep... but almost always delivering mediocre results.
2. **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.
3. **Wait for standards to emerge** and solve your problem... but don't hold your breath. Meanwhile, you have to find ways to differentiate yourself before your competitors do.

The DataLens System changes the game — it automates the handling of your vital product information and makes it highly usable and searchable, in ways you've only dreamed about. Couple that with Endeca's world-class search and attribute-guided navigation and the results may astound you.

Give your Endeca system the great data it deserves, and you'll get even greater search and navigation in return. It's what you and your customers deserve.

For more information:

info@silvercreeksystems.com

Silver Creek Systems

10385 Westmoor Drive, Suite 225

T: 720-304-9828

Westminster, CO 80021 U.S.A.

F: 720-304-0531



**Standardized.
Localized.
Enriched.
On-the-Fly.**

www.SilverCreekSystems.com



Great Search Needs Great Data

Enrich Your Product Information And You'll Also Boost...

- ✓ Text-based Search
- ✓ Attribute-guided Navigation
- ✓ Customer Satisfaction
- ✓ Conversion Rates



Product ATTRIBUTES -

The high-performance 'fuel' for your Endeca engine...

**Leverage these 'Invisible' Elements in your Product Information
And Take Endeca's Powerful Search & Navigation to the Next Level!**

Here's How...



Maximize Your Endeca Investment - Enrich Your Product Information with the DataLens™ System

Here's What You've Got...

Your team and your customers rely on the accuracy and the searchability of your Item Master file. However, suppliers give you their product information in wildly different formats, usually jumbled together and very cryptic, like the 'Before' example below. That makes it very hard to search except on the most primitive phrase-matching level. *The result?* It's hard for online customers to find the items they want to buy, and it's hard for you to extract product attributes and understand what you have available. That means lost sales and operational inefficiencies.

SUPPLIER'S DESCRIPTION OF ITEM

BNDR,3RING,BLU,1.0",ACTVREF
Durable 3-Ring Binder with Label Holder, 2" Capacity, 8-1/2"x11", Black
Durable 3-Ring Binder with Label Holder, 3" Capacity, 8-1/2"x11", Black
Flexible 3-Ring Presentation View Binder, 1" Capacity, Letter, Blue
Flexible 3-Ring Presentation View Binder, 1" Capacity, Letter, Gray
BNDR,DATA,14-7/8,BLU,CHANNEL,TY-SANS
BNDR,4RING,1",LEG,HLDR,BLK,XFL
BNDR,4RING,2",LEG,HLDR,BLK,XFM
BNDR,1",XWIDE,WH,RNDRNG,
Poly Reference Binder, 1/2" Capacity, Letter, Translucent Blue
Poly Reference Binder, 1/2" Capacity, Letter, Translucent Gray
Flexible Myratex 3-Round-Ring Binder, 1" Capacity, 8-1/2"x11", Black
Flexible Myratex 3-Round-Ring Binder, 1" Capacity, 8-1/2"x11", Blue
Flexible Myratex 3-Round-Ring Binder, 1" Capacity, 8-1/2"x11", Dark Roy
Round-Ring, Locking Edge, View Binder, 1" Capacity, White
Round-Ring, Locking Edge, View Binder, 1-1/2" Capacity, M
Round-Ring, Locking Edge, View Binder, 1-1/2" Capacity, M
Round-Ring, Locking Edge, View Binder, 1-1/2" Capacity, W
Showcase View Binder, 2 Pockets, 1/2", Letter, Clear, Black
BNDR,LTR,WHT,0.5",CLRCOV,2PKT,SHOW
BINDER,PCKT,1",CHAR,ERGO,MSFN,LM
BINDER,PCKT,1.50",",WHT,ERGO,MSFN,LT
Ergonomic View Binder with Pockets, 2" Capacity, Silver Blu
Thin-Soft Flexible Round-Ring View Binder, 1/2" Capacity, L
Thin-Soft Flexible Round-Ring View Binder, 1/2" Capacity, L
3ring Vinyl Letter Binder, 3" Capacity, 11"x8-1/2", Blue
3-Ring Vinyl Letter Binder, 3" Capacity, 11"x8-1/2", Mauve

BEFORE

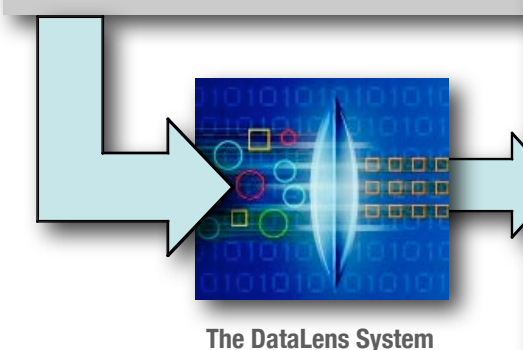
STANDARDIZED - The DataLens System can easily extract and standardize your product information. *The result?* Customers are shown consistent and very readable descriptions of your offerings. Plus, Marketing can easily publish custom catalogs or websites in a wide variety of formats, including long- and short-copy versions. Brand management is vastly simplified.

About this Example

Tens of thousands of office supply items had readable but inconsistent descriptions, and no attributes or classifications to use for search and substitution purposes. The DataLens System can extract key attributes for each class (binders shown here), enhance the descriptions, then translate them into several additional languages... all on-the-fly. This eliminates the need for manual review & editing and enables overall Search and Attribute-guided Navigation.

Here's How You Need It...

ATTRIBUTE-ENRICHED - The DataLens System accurately extracts product attributes and makes them highly 'findable.' *The result?* Customers can search, navigate and perform comparisons to find the items they want. Plus, you can suggest appealing alternates and substitutes, based on a deeper understanding of customers requests.



UNSPSC	Standardized Description	Type	Ring Type	# of Rings	Sheet Capacity	Sheet Size	Cover Mtl.	Locking	Inside pocket	Label Holder	Color	Spanish Description
44122003	Binder: Active Reference 3-Ring 1 inch Capacity Letter blue	Reference		3-Ring	1 inch Capacity	Letter		No	No	No	Blue	Carpeta de Referencia de 3 anillos Capacidad de 1 pulgadas Lett
44122003	Binder: Durable 3-Ring With Label Holder 2 inch Capacity 8-1/2"x11	Durable		3-Ring	2 inch Capacity	Letter		No	No	Yes	Black	Carpeta Durable de 3 anillos Con Sosten de Etiqueta Capacidad
44122003	Binder: Durable 3-Ring With Label Holder 3 inch Capacity 8-1/2"x11	Durable		3-Ring	3 inch Capacity	Letter		No	No	Yes	Black	Carpeta Durable de 3 anillos Con Sosten de Etiqueta Capacidad
44122003	Binder: Flexible 3-Ring Presentation View 1 inch Capacity Letter blu	View		3-Ring	1 inch Capacity	Letter		No	No	No	Blue	Carpeta Flexible de 3 anillos, Para Presentacion Capacidad de 1 p
44122003	Binder: Flexible 3-Ring Presentation View 1 inch Capacity Letter gra	View		3-Ring	1 inch Capacity	Letter		No	No	No	Gray	Carpeta Flexible de 3 anillos, Para Presentacion Capacidad de 1 p
44122003	Binder: Tyler-Sans Handle + Channel Binder: 14-7/8" or Smaller Har	Hanging						No	No	No	Light Black	Carpeta para Datos, Tyler-Sans Manilla y Canal de 14-7/8 pulgad
44122003	Binder: 4-Ring Heavy-Duty With Label Holder 1 inch Capacity Legal	Heavy-Duty		4-Ring	1 inch Capacity	Legal		No	No	Yes	Black	Carpeta de 4 anillos Resistente Con Sosten de Etiqueta Capacida
44122003	Binder: 4-Ring Heavy-Duty With Label Holder 2 inch Capacity Legal	Heavy-Duty		4-Ring	2 inch Capacity	Legal		No	No	Yes	Black	Carpeta de 4 anillos Resistente Con Sosten de Etiqueta Capacida
44122003	Binder: Presentation View Extra Wide 1 inch Capacity Letter white F	View	D-Ring		1 inch Capacity	Letter		No	No	No	White	Carpeta de Presentación Extra Ancho Capacidad de 1 pulgadas L
44122003	Binder: Polypropylene Reference 1/2 inch Capacity Letter translucen	Reference			1/2 inch Capacity	Letter	Polypro	No	No	No	Translucent B	Carpeta de Referencia, Polypropylene Capacidad de 1/2 pulgada
44122003	Binder: Polypropylene Reference 1/2 inch Capacity Letter translucen	Reference			1/2 inch Capacity	Letter	Polypro	No	No	No	Translucent G	Carpeta de Referencia, Polypropylene Capacidad de 1/2 pulgada
44122003	Binder: 3-Round-Ring Myratex Flexible 1 inch Capacity 8-1/2"x11" I	Flexible	Round-Ring	3-Round	1 inch Capacity	Letter	Myratex	No	No	No	Black	Carpeta de 3 anillos redondos Myratex Flexible Capacidad de 1 p
44122003	Binder: 3-Round-Ring Myratex Flexible 1 inch Capacity 8-1/2"x11" I	Flexible	Round-Ring	3-Round	1 inch Capacity	Letter	Myratex	No	No	No	Blue	Carpeta de 3 anillos redondos Myratex Flexible Capacidad de 1 p
44122003	Binder: 3-Round-Ring Myratex Flexible 1 inch Capacity 8-1/2"x11" c	Flexible	Round-Ring	3-Round	1 inch Capacity	Letter	Myratex	No	No	No	Dark Royal Bl	Carpeta de 3 anillos redondos Myratex Flexible Capacidad de 1 p
44122003	Binder: View Locking Edge Round-Ring 1 inch Capacity white	Yes	Round-Ring		1 inch Capacity			Yes	No	No	White	Carpeta de Vista con cerradura Edge Anillos Redondo Capacidad
44122003	Binder: View Locking Edge Round-Ring 1-1/2 inch Capacity metallic	Yes	Round-Ring		1-1/2 inch Capacity			Yes	No	No	Metallic Blue	Carpeta de Vista con cerradura Edge Anillos Redondo Capacidad
44122003	Binder: View Locking Edge Round-Ring 1-1/2 inch Capacity metallic	Yes	Round-Ring		1-1/2 inch Capacity			Yes	No	No	Metallic Char	Carpeta de Vista con cerradura Edge Anillos Redondo Capacidad
44122003	Binder: View Locking Edge Round-Ring 1-1/2 inch Capacity white	Yes	Round-Ring		1-1/2 inch Capacity			Yes	No	No	White	Carpeta de Vista con cerradura Edge Anillos Redondo Capacidad
44122003	Binder: Showcase View 2 Interior Pockets 1/2" Letter clear Overlay	View				Letter		No	Yes	No	Black	Carpeta de Presentación Especial 2 Bolsa Interior 1/2" Letter Cla
44122003	Binder: Showcase View 2 Interior Pockets 1/2" Letter clear Overlay	View				Letter		No	Yes	No	White	Carpeta de Presentación Especial 2 Bolsa Interior 1/2" Letter Cla
44122003	Binder: View Ergonomic with Pockets 1 inch Capacity charcoal	View			1 inch Capacity			No	No	No	Charcoal	Carpeta de Vista Ergonomic con Bolsas Capacidad de 1 pulgada
44122003	Binder: View Ergonomic 1-1/2 inch Capacity Pockets charcoal	View			1-1/2 inch Capacity			No	No	No	Charcoal	Carpeta de Vista Ergonomic Capacidad de 1-1/2 pulgadas Pocke
44122003	Binder: View Ergonomic with Pockets 2 inch Capacity silver blue	View			2 inch Capacity			No	No	No	Blue	Carpeta de Vista Ergonomic con Bolsas Capacidad de 2 pulgada
44122003	Binder: Flexible Thin-Soft Round-Ring View 1/2 inch Capacity Letter	View	Round-Ring		1/2 inch Capacity	Letter		No	No	No	Black	Carpeta Flexible, de Anillos redondos con capacidad de 1/2 pulg
44122003	Binder: Flexible Thin-Soft Round-Ring View 1/2 inch Capacity Letter	View	Round-Ring		1/2 inch Capacity	Letter		No	No	No	Burgundy	Carpeta Flexible, de Anillos redondos con capacidad de 1/2 pulg
44122003	Binder: 3-Ring Vinyl Letter 3 inch Capacity 11"x8-1/2" blue	----		3-Ring	3 inch Capacity	Letter	Vinyl	No	No	No	Blue	Carpeta de 3 anillos con Capacidad de 3 pulgadas 11"x8-1/2" Az
44122003	Binder: 3-Ring Vinyl Letter 3 inch Capacity 11"x8-1/2" Mauve	----		3-Ring	3 inch Capacity	Letter	Vinyl	No	No	No	Mauve	Carpeta de 3 anillos con Capacidad de 3 pulgadas 11"x8-1/2" de

CLASSIFIED - The DataLens System 'understands' the information you give it, and can classify it to any taxonomy or schema. *The result?* Reporting & analysis becomes richer and more meaningful, and your customers can find items more easily.

LOCALIZED - The DataLens System captures the underlying meaning of your data, something that's totally 'invisible' to traditional tools. By truly understanding your information down to the phrase level, it becomes very easy to offer on-the-fly translation. *The result?* You can now delight customers with catalogs in their native language, and can enter new markets using the local languages, a task that previously was impractical due to the high cost of manual translation.