

it.product catalog

Optimize Product Presentation and Order Entry with a Digital Product Catalog





In modern business, only those who act fast stay ahead of the competition. For this reason, it is vital for sales representatives to be able to provide prospective customers with all product data when needed – both online and offline.

Robin Hartmann, Business Development Manager –
Innovation & Portfolio, itelligence AG



Present Your Products Clearly with it.product catalog

Master Modern E-Commerce with a Versatile Solution

In modern B2B and B2C transactions, e-commerce has emerged as a major trend. To stay ahead of the competition, it is now vital for businesses to be able to reach customers and provide product data to sales representatives. It is also important that your portfolio is clearly displayed to prospects so that they can make informed decisions about what they are buying.

Are You Facing These Product Catalog Management Challenges?

- Supporting customer meetings with all relevant sales and customer data
- Presenting all important product information clearly during the customer visits and subsequently entering orders
- Ensuring product data is continuously up to date, such as pricing adjustments
- Selling products across multiple channels and ensuring that they are listed consistently
- Automating order processing for quick service delivery
- Having a mobile sales solution that is integrated within your IT environment

Manage Your Sales Processes with it.product catalog

If any of these situations sound familiar, it is likely time for you to adopt a new digital product catalog. The it.product catalog AddOn from itelligence empowers you to manage all product and sales information from a single source within your IT landscape. You ensure that both customers and your sales team are constantly up to date, facilitating a quick and smooth sales process.

30–50%

of sales go to the vendor that responds first

Source: The Brevet Group

However, to ensure an effective e-commerce strategy and platform, there are many things to consider. Here are some of the common pain points for modern businesses:

Access to All Data at Any Time with it.product catalog

A digital product catalog is a key component of every e-commerce business. The it.product catalog AddOn from itelligence provides vital customer, product, and sales data for field sales staff. The AddOn can also be accessed both online and offline – meaning your staff always have the information they need as well as being able to use the cross-selling and up-selling functions. Additionally, the product comparison feature enables you to take customer discussions to the next level by providing greater transparency to interested parties.


Key Benefits of it.product catalog:

- Manage customer, appointment, and historical sales data from a single source via a user-friendly interface
- Access customer and product information at all times – even when offline and in the field
- Create customer-specific notepads or store lists of top sellers for a clear overview of customer wishes and requirements

- Accelerate order submission with a shopping cart feature
- Integrate the AddOn seamlessly within your existing SAP or non-SAP infrastructure
- Present all products in your inventory clearly with digital brochures, high-resolution pictures, and videos

itelligence Helps You Optimize Your Product Catalog

itelligence has amassed nearly 30 years' experience in assisting businesses with SAP solutions and its own innovations. We have offices in 25 nations and have 7,000 experts on hand to help your business through its digital transformation. As a member of the NTT DATA Group, we also have premium technical resources, including state-of-the-art data centers to support your organization.

 Customers now desire detailed and clear product information before making a purchase. An effective product catalog ensures they have this on demand.

Maintain Transparency over Product and Sales Data at All Times



Find out more about how itelligence can help you with digital solutions and consulting for product catalog management.

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itelligence has the experience and expertise to assist your enterprise in leveraging the potential of digital business solutions.

