

where your business comes together

boulevard

# where your business comes together

**Pacific Commerce is a software development firm who has designed and successfully implemented Boulevard and associated services over several years in leading corporate organisations and SMEs.**

## **What is Boulevard?**

**Boulevard is a powerful product catalogue management tool designed to allow organisations to reduce costs and centralise the management of content, pricing and product information.**



## **Why use Boulevard?**

Today's customers require more information, more frequently, and via more flexible mechanisms. Annual price-lists are subject to frequent updates. Products and product images for brochures and web sites can and do change, the list goes on.

Boulevard reduces costs by allowing your content experts to collect, manage and enrich discrete content and catalogue information in a seamless and efficient manner. Boulevard improves customer interaction and profits.

## **What problem does Boulevard solve?**

Companies may underestimate the time and effort as well as costs in managing content. Staff must cope with widely dispersed information. Enhanced product descriptions, price-lists, graphics and images, material specifications, safety information and product category data are increasingly required by service and sales staff, your customers, your web site and marketing agencies.

Boulevard significantly reduces the costs, headaches, time pressures and quality issues associated with searching, managing and distributing accurate information to customers.

By ensuring your information assets are managed in a robust central environment, staff and customers benefit through the enhanced security and access to information that Boulevard offers.

## **Serving your customer**

Your customer is looking for:

- Lower costs
- Improved service levels
- Regular pricing updates
- Easier transactions; and
- Delivery of rich information in a consistent format

How much time is spent producing collateral for presentation to the customer and supporting sales and marketing initiatives?

How much time is lost coping with complex, inflexible tools, disparate sources of content, lack of standards, unvalidated data, expensive resources and lack of supplier participation?

For most, catalogue management is unwieldy at best. Customer relationships can be strained or put at risk by errors or delays.

Boulevard frees you from the burden created by multiple data formats, classifications, definitions and communication methods.

Instead of dealing with paperwork, data entry and repetitive requests for basic information, your team can concentrate on growing business and spending more time with customers.

# b e n e f i t s

## Benefits for you

In order to gain control over information assets in an organisation, the message has been 'to limit diversity and hope nothing changes'. But of course, things do change. Each change in the business landscape creates changes to business rules.

Boulevard benefits multiple facets of your organisation by providing a solution to allow the mixture of business units that exist within your organisation to cope with the rapid changes to information and content that customers are demanding.

Many organisations find their investments in core business systems are unable to support these growing demands easily. Boulevard sits alongside or over these applications to enable sales and marketing teams to become leaner and more efficient, freeing up their time to grow sales and potential sources of revenue.

You get an immediate benefit to the 'bottom line'.

Boulevard also extends the life and capability of existing systems by giving users the intuitive interface they desire whilst allowing the flow of information between back-end systems to be securely controlled.

## Benefits for your customers

Enterprises who concentrate on delivery of accurate, timely and complete information enhance their business relationships.

Customers' increasing needs for product information must be met in a productive, flexible and reliable manner.

Customers' access to product collateral is significantly enhanced through the enablement of your customer service and sales staff. Your staff will be able to create Excel® spreadsheets, Adobe PDF® formatted price-lists and product data sheets on demand and provide them to customers immediately. Your staff will be able to supply customers with information that may have previously been economically unviable to collate or deliver. Individualised product pricing is now easy.

Boulevard can also link your customers into your systems. Your customers are not forced to adopt a non-standard solution or purchase additional dedicated hardware, but can securely interact with you via your nominated data connection path or across the web.

## The technology

Boulevard uses industry-standard browser and SQL based technology to make it intuitive and simple to use. Several years of real world use ensures the product is stable and mature. Boulevard is designed to integrate tightly with your ERP or CRM system to reduce the complexity for Sales and Marketing users who need to manage the attributes describing a product or range.

Boulevard has standard connectors for a wide range of systems which can be tailored to existing or emerging standards.

The XML-based transformation engine allows Boulevard to be customised to suit the data formats and the business rules you require for your specific environment.

By centralising the indexing and storage of product catalogue data, the IT department is able to achieve the vital goals of minimising data duplication, increasing security and accuracy of data, and lifting overall service levels to end-users.

Those 'islands' of information can now be unified.

# a p p l i c a t i o n s

## Applications

Boulevard allows you to manage and control a wealth of detailed product information, including product codes, prices, descriptions, associated files and images, and technical and packaging specifications. This is used several times over by:

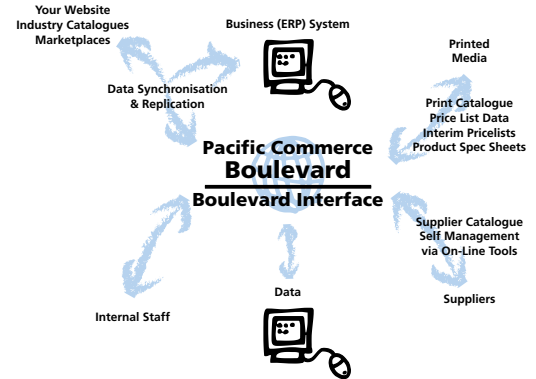
- Your product management and marketing staff, to manage vast amounts of product data, files, categories, and catalogue information.
- All staff in the areas of customer service, product ranging, promotions, warehousing, and sales and marketing.
- Your supply chain, industry partners or those in related industries, via export of the product data to industry catalogues, CD-ROM or trading exchange catalogues (optional).
- End-users who will access product information via your website(s) (optional).
- Point-of-sale users who need to provide rich information to over-the-counter customers.

## Catalogue and price-list production

The production of printed catalogues is a major undertaking for many organisations. Boulevard substantially reduces the costs and amount of effort required to develop and format data, and can instantly produce data export files for your desktop publisher/printer, utilising up-to-the-minute data, and eradicating the process of data collation and manipulation. And while it won't design your catalogue for you, you can rest assured that the painstaking task of aggregating product information, category structure and images will be greatly simplified.

## Website population

The need for an accurate, up-to-date and dynamic web site catalogue requires an increase in the frequency of updates. Boulevard provides an automated process that is much faster than manual processing. The ways in which Boulevard can complement your existing business systems are shown in the diagram opposite.



### Data Management Tools:

- Catalogue Management
- Product Data Search and Display
- Category Management
- Printed Catalogue Data
- Collateral Storage/Distribution
- Branch Office Enquiries

**In short, Boulevard streamlines the process of providing information to customers and creates a lasting impression of service quality, professionalism and timeliness that can set you apart from the competition.**

### **Benefits summary**

- Automated and comprehensive synchronisation of data translates into savings in existing IT operations.
- Boulevard's flexibility and intuitive tools mean less time spent managing product information.
- New products can reach the market more rapidly and cost-effectively.
- Promotional and sales collateral can be produced faster, more economically and with greater accuracy.
- More efficient and timely access to data previously held in multiple systems or various parts of the business system (or not held electronically at all).
- Increased productivity through provision of external catalogue-oriented search and retrieval tools.
- Reduced costs and increased sales through improved speed and accuracy of information dissemination to major customers or retail outlets.

### **Customised to suit your needs**

As well as Boulevard's core functions, the software provides optional modules for customisation and system integration to ensure that the end product meets your individual needs. Boulevard is designed to adapt to the business processes that are unique to your business or industry. Boulevard is available in a number of flexible options designed to suit your budget and corporate purchasing needs. Pacific Commerce also provides a wide range of professional services including implementation and integration services as well as content and hosting services. Whether you prefer fully managed services or self-managed implementations, we tailor our services to fit your needs. Our team partners with you to ensure the early and continued success of your investment in Boulevard.

## Customer experience:

Don Dunn, Group IT Manager, SPL Group Ltd:

"Boulevard has been a wonderful product for our business in bridging the gap from our current business system to our Intranet, web base and catalogue production. It also enables us to respond quickly to Business demands and provide the flexibility for future growth as we build our database content. The Boulevard support team has been invaluable in matching our specific business requirements to the end product at an affordable price and proved a worthy investment."

Kerry Agars, eCommerce Manager, Baxter Healthcare:

"Boulevard has allowed us to bring together product information from multiple sources, into a central repository. ERP data is mirrored to Boulevard and is combined with images, product specifications and educational/promotional material. Information is easier to find and can be retrieved and produced quickly to specific customer formats. The searching capabilities are strong, the information presentation is concise, and ERP licenses are saved for view only access."

Greg Doyle, eBusiness Development Manager, MSA Australia:

"Pacific Commerce fully integrated our Business System with Boulevard. We now automatically synchronise data between both systems. Combined with their content integration services, we now have a fully featured product catalogue environment to support our range of eCommerce activities."

**Join the family of Boulevard users who have realised the opportunity for cost savings and enhanced productivity that Boulevard offers.**

**For more information on Boulevard please visit:  
[pacificcommerce.com.au](http://pacificcommerce.com.au)  
or contact us via phone or email:  
[info@pacificcommerce.com.au](mailto:info@pacificcommerce.com.au)**

**Sydney (Head Office)  
Suite 103, 486 Pacific Hwy,  
St Leonards NSW 2065  
T +61 2 9468 3333  
F +61 2 9468 3300**

**Melbourne  
Surveyors Place, 119 Ferrars Street,  
Southbank Vic 3006  
T +61 3 9682 3700  
F +61 3 9682 3022**

information  
retrieval

access to product  
collateral

information  
dissemination

pricelist  
production

website  
population