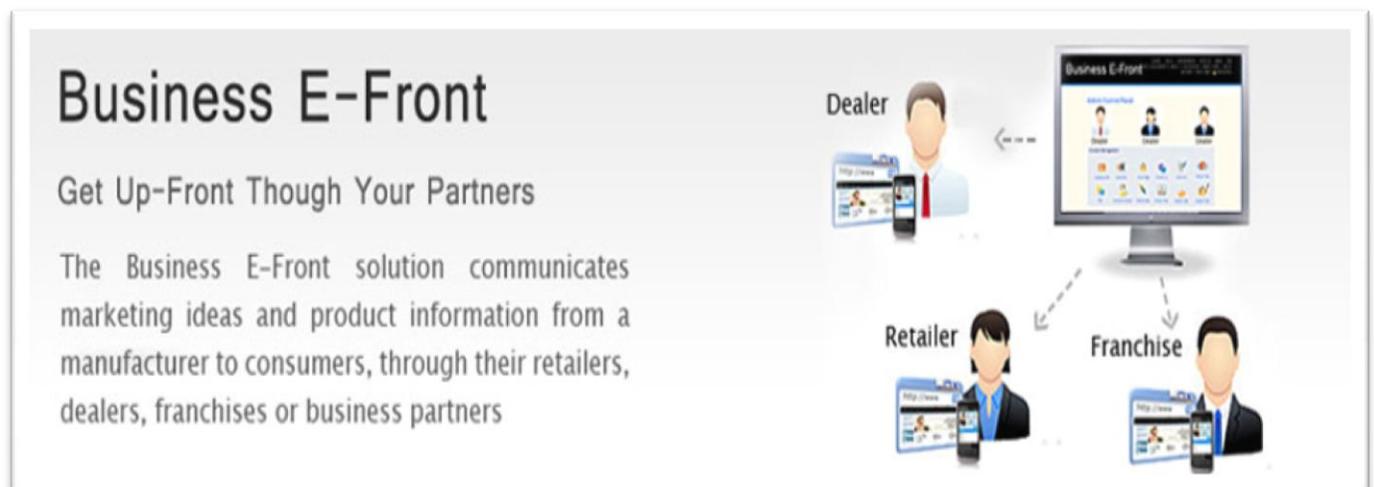




An informative and useful white paper for manufacturers on using **Business E-Front** solution to significantly increase consumer interaction and increase ROI's.

Manufacturers always need a platform to communicate brand information to their business partners, which finally helps the consumers buying the products. We understand that they need a portal, which could be centrally controlled to create similar brand identity through-out the chain of their business partners.



### **Our Business E-Front-B2B2C Solved the Purpose**

The Business E-Front solution communicates marketing ideas and product information from a manufacturer to consumers, through their retailers, dealers, franchises or business partners. This solution offers centralized administration to a manufacturer to manage their business partners portals and feed them with the same data. Apart from this, individual admin access is available to business partners to manage their business specific information with ease.



## **Business E-Front Comprises of 3 Different Portal Solutions**

**B2CC** – This portal is provided to business partners, with brand and strategic content controlled centrally. Individual business partners are provided with the ability to portray their own business specific information such as logo, contacts, marked-up prices, and above all discounts and promotions, if they required to be highlighted.

**B2C** – This is a brand portal, which allows consumers to find their nearest retailer, dealer or franchise and portray generic information about the manufacturer or the brand at the same time.

**B2B** – This portal focuses on retailers, dealers, franchises or business partners to manage their own portals, at the same time this portal is bound to enhance efficient relationships in between business partners and manufacturers.

## **Salient Features**

- This solution offers versatile functionalities to establish a unique brand identity to manufacturers through their retailers, dealers, franchises or business partners.
- To maintain uniform brand identity, every retailer, dealer, franchisee or a business partner's portal look alike, however, it is branded with their own company name, logo and business specific information.



- Business partners, are provided with access to their own admin section to manage and update their localized business specific details.
- Companies or central organizations can update or change information centrally to communicate promotions and new arrivals or change or remove any content on all the portals.
- This solution comes loaded with a central portal, which can be used for branding purposes. This portal has a 'Locate Store' functionality to find the nearest retailer, dealer, franchise or business partner.
- This solution also comes with an E-Commerce Cart, powered with SSL security, which enhances the use of new ways of conducting your business and at the same time present's unique opportunities to those who are willing to adapt to these changes.
- This solution is mobile ready and works on multiple smart-phone platforms including Apple i-Phones, Google Android, BlackBerry, Windows Mobile and Symbian.

## **Business Benefits**

**Boost Speed-to-Market:** Our solutions promises strong relationships between manufacturers and their business partners, which results in increasing speed to market products to consumers.



**Increase in ROI's:** With better relationships with business partners, the results being obvious, increased returns on investment.