

# Exalead CloudView<sup>™</sup> for online catalogs

**Based According to Forrester Research, online retail sales in the business-to-consumer market (B2C) will grow from \$172 billion in 2005 to \$329 billion in 2010. This projected market growth underscores the huge opportunity for retailers to publish their merchandise catalogs online.**

Many of today's top retailers offer customers the opportunity to purchase products over the Internet. But for individuals to have a satisfying shopping experience - whether they're looking for a particular item or browsing a category of solutions - they need to be able to find what they want to buy. The search function in an online catalog is equally important for salespeople working in the store or helping a customer over the phone, so they can quickly locate a product and determine its availability.

Exalead's unique search technology platform - Exalead CloudView - sits at the heart of every Exalead solution and offers a simple and effective search solution that will pave the way for a positive user experience.

## Key Features:

- **Quick, accurate and comprehensive search results:** For each search request, users receive a list of highly relevant results in less than one second. Search results are grouped together by a number of pre-determined criteria (for example, by price or sales promotion).
- **Innovative navigation tools:** To help narrow or broaden a list of search results, Exalead CloudView the organizational structure of your catalog to offer customers related categories based on their search query. Hyper-linked keywords and categories allow users to quickly find the catalog entries that best correspond to their search.

## At a glance

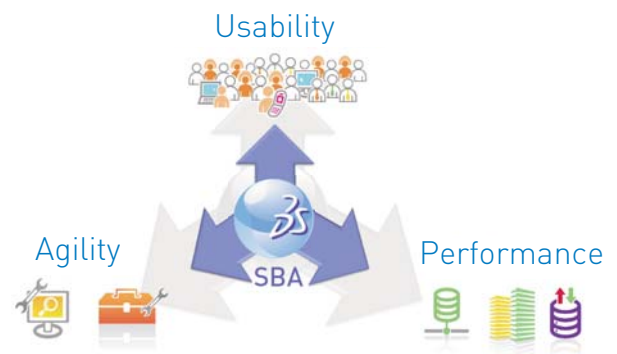
### Systems supported

- WINDOWS 32-bit: NT, 2000, 2003, XP
- WINDOWS 64-bit: 2003 x64 and XP x64
- UNIX 32-bit: Linux 32-bit
- UNIX 64-bit: Tru64, Solaris, Linux x86-64

### Indexed sources:

- File-based: XML, Windows, and UNIX
- Databases: Documentum, Lotus Notes, ODBC (DB2, Informix, SQL Server, Sybase, Oracle, Text (CSV), MySQL)
- Others: Personalized connectors

**Available in On Demand hosted edition**



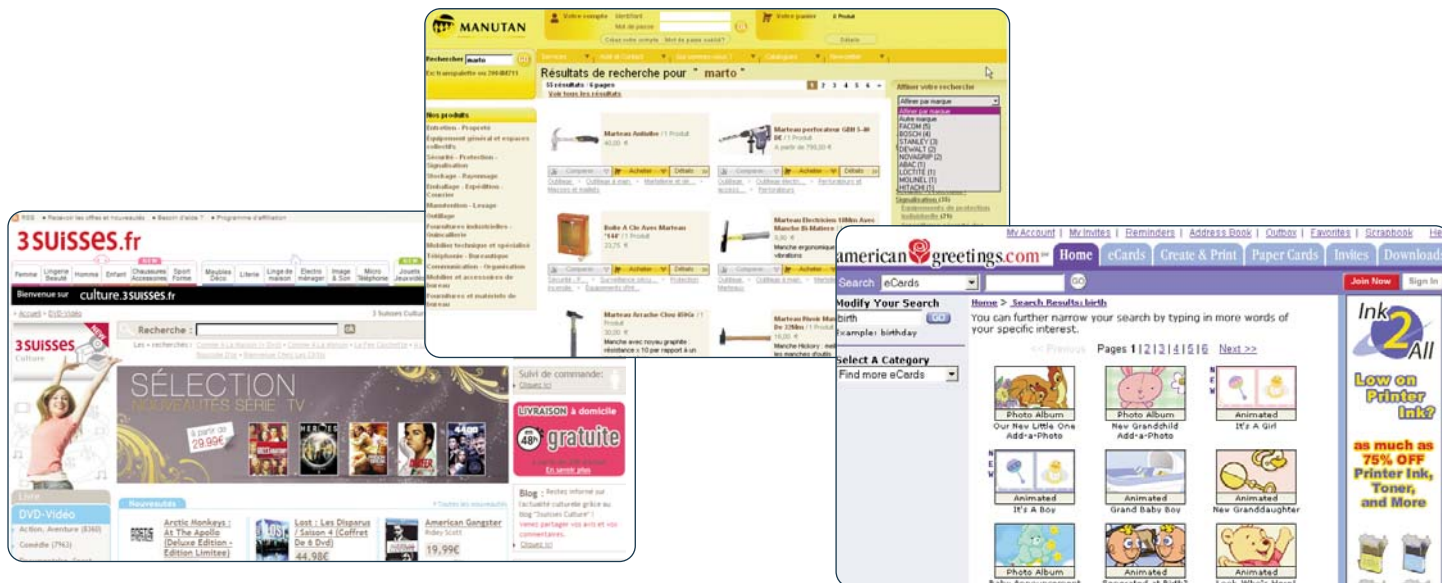
The Exalead Advantage

• **Direct access to sales support information:**

You can customize Exalead CloudView so that additional information about a product is listed within the search results, including specification sheets or product reviews, as these can help influence a purchase decision. This information can either be stored in the online catalog or federated from another source.

• **Maximise sales**

At every stage of the search, related products are listed to up-sell and cross-sell your customers and maximize your profits. For each search, Exalead CloudView™ organizes and summarizes information from many product databases to provide the right information to your customers.



**A few customers using Exalead Technology**

**3 Suisses**

3 Suisses' offers up-to-the-minute fashions for men, women and children, and a selection of household and leisure products in France and across Europe. Exalead CloudView is used to power search on their website 3Suisse.fr

**Manutan International**

Exalead's navigation technology was chosen by Manutan to provide instantaneous access to their online catalog of 300,000 products, for the French, UK, Czech Republic, and 15 other markets.

**American Greetings Interactive**

Search and navigation in an online catalog for this interactive content producer (ring-tones, logos, games, etc. ). This service will soon be available on www.kiwee.fr, and then adopted by other American Greetings' portals.

**To learn more about how Exalead CloudView can improve your customers' online catalog shopping experience, please contact Exalead Sales.**



For more information, download our business whitepaper, **CloudView Platform Highlights**

**About Exalead**

- Founded in 2000 by Alta Vista pioneers
- More than 250 enterprise customers
- Clients include Sanger Institute, the World Bank, CSC, PricewaterhouseCoopers, Sanofi-Aventis R&D, GEFCO, AFP, PSA Peugeot Citroën, ViaMichelin, NewspaperArchive, U.S. Department of Defense and Yellow Pages Group

**Contact Us**

Exalead has offices in Paris, London, San Francisco, Frankfurt, Milan, Rome, Glasgow, Madrid, and Amsterdam. To contact us at the location closest to you, please visit: [www.exalead.com/contact](http://www.exalead.com/contact)