

<b>Chapter 1</b>	<b>Marketing Product Data Management (MPDM): Emergence of a New Enterprise Application</b>	<b>1</b>
	Evolution of Computer Applications in the Enterprise	2
	Accessing Applications Instead of Documents on the Internet	3
	Accessing Product Information on the Internet	3
	The AMP Experience	4
	The Traditional Process of Creating Printed Catalogs	10
	The Need for a Better System: Marketing Product Data Management (MPDM)	12
	MPDM: A Product-Centric Database	14
	Where Is Product Information Managed Today?	15
	Components of MPDM	18
	Ownership of MPDM	20
	How to Create an MPDM System in Your Enterprise	20
	MPDM Can Turn Your Catalog Expenses Into An Asset	21
	MPDM and Electronic Commerce	21
	Lessons Learned	25
 <b>Chapter 2</b>	 <b>Online Catalogs Driving MDPM</b>	 <b>27</b>
	Put Your Horses Before the Cart: Catalogs Before Transactions	28
	Creating a Buyer Community	31
	The Key Ingredient in Your Online Catalog	32
	The Professional Buyer's Perspective	33
	One-to-One Marketing	34
	Return on Investment	35
	Online Sales Assistant	36
	Lessons Learned	37

<b>Chapter 3</b>	<b>Where Is the Catalog World Today and Where Is It Headed?</b>	<b>39</b>
------------------	-----------------------------------------------------------------	-----------

Components of Electronic Commerce: Catalogs and Transactions	40
The Four Phases of Electronic Commerce	42
Phase 1: Static Publishing	43
Phase 2: Dynamic Publishing	45
Phase 3: Legacy Integration	48
Phase 4: Transactions	49
Business-to-Business vs. Business-to-Consumer Catalogs	52
Profiles in the Online Catalog Space	55
Small Business-to-Consumer Catalogs	56
Large Business-to-Consumer Catalogs	56
Large Business-to-Business Catalogs	57
Small Business-to-Business Catalogs	58
Catalog Trends	59
Lessons Learned	60

<b>Chapter 4</b>	<b>Strategic Choices</b>	<b>63</b>
------------------	--------------------------	-----------

Make or Buy?	64
Catalog Database Functionality Needed	65
OBI Compliant?	66
Single Server or Two Servers?	68
Where to Host Your Catalog?	69
Which Platform to Use?	70
Start with a Pilot Project	70
Do You Need an Online Configurator?	71
To Register or Not to Register	72
Lessons Learned	74

<b>Chapter 5</b>	<b>MPDM Implementation Effort and Cost Estimate</b>	<b>75</b>
------------------	-----------------------------------------------------	-----------

System Integration	76
Content Management	78
Pilot Project	84
Operation and Maintenance	84
Lessons Learned	86

<b>Chapter 6</b>	<b>What Functionality to Look For?</b>	<b>87</b>
	Components of MPDM	88
	Functionality Important to Users	89
	Search Efficiency and Effectiveness	91
	Online Catalog Search Access Paths	92
	Access to Product Data Sheets	98
	Learn As You Search	99
	Access to a Variety of Information	99
	Access to Related Products in Other Catalogs	100
	Functionality Important to the Author	100
	Product-Centric Database	100
	Ease of Creation	101
	Web-Authoring Capability	101
	Data Import Capability	103
	Data Export Capability	105
	Control of Layout and Flow	108
	Interface with Transaction Servers	111
	Interface with Legacy Systems	112
	Personalized Response	112
	Multilanguage Capability	113
	Workflow Control	113
	Scalability	114
	Traffic Analysis	115
	SQL Access to the Catalog Database	115
	Testing and Staging Before Deployment	116
	Lessons Learned	117
 <b>Chapter 7</b>	 <b>Navigation, the Heart of Your Electronic Catalog</b>	 <b>119</b>
	Differences Between Printed and Online Catalogs	120
	Anatomy of an Online Catalog	122
	Catalog Home Page	122
	Product Family Selector	123
	Product Family Home Page	124
	Product Selector	124
	Guidance Information	125
	Comparison Tables	127
	Data Sheets	127
	Search Techniques to Locate a Product Family	128
	Alphabetical Search	129
	Hierarchical Search	129

Keyword Search	131
Application Search	131
Evaluation of Parametric Search Methods	132
List Method	133
Menu Tree Method	133
Database Query Form Method	134
Incremental Feedback Search Method	134
Structure and Content Affect Navigation	136
Lessons Learned	137

## **Chapter 8      MPDM Implementation Team      139**

Enterprise Organization	140
MPDM Team Activities	142
Planning and Designing the MPDM System	142
Selecting and Implementing the MPDM System	144
Converting Existing Catalog Data into an MPDM Database	145
Creating an Interface to the Operations ERP System	146
Updating the MPDM Database	147
Updating the Online Catalog Database	147
Operating the Online Catalog	147
Producing Printed Catalogs from the MPDM Database	147
Producing CD-ROM Catalogs	148
Exporting Custom Catalogs	148
Providing an Interface to the Commerce Server	148
Generating Traffic Reports	149
Managing User Registration	149
Analyzing and Reacting to User Feedback	149
Improving the MPDM System Continuously	149
MPDM Team Members	150
MPDM Manager	150
Content Manager	150
Content Analysts	150
Conversion Specialists	151
Publishing Manager	151
Customer Support Specialists	151
Technical Support Specialists	152
External Participants	152
MPDM Committee and Progress Meetings	154
Lessons Learned	155

Basic Project Implementation Steps	158
Planning and Designing the MPDM System	159
Forming the MPDM Committee	159
Defining Your Objectives and Requirements	159
Evaluating Existing Data	160
Defining the System Architecture	162
Developing a Project Plan	164
Selecting Appropriate Vendor Systems	165
Conducting a Pilot Project	165
Conducting the Full Implementation	166
Creating the MPDM Database	166
Locating Information to be Stored in the MPDM Database	168
Determining How Text Descriptions Are Stored	168
Determining How Information Is Entered in the MPDM Database	169
Creating a Separate Catalog for Each Major Product Line	170
Identifying Product Families Within the Catalog	170
Creating a Feature Table	171
Obtaining Feedback from Product Managers	174
Entering Product Attributes for Each Product	174
Importing Information from a Spreadsheet	176
Importing Information from Publishing Files	176
Entering Information on Images	177
Entering Descriptive Text	177
Producing Spreadsheets to Check Accuracy	178
Obtaining and Entering Help Information	178
Entering Related Product Information	179
Entering Pointers to Other Documents	180
Importing a Product Price List	180
Creating the Product Classification Structure	181
Designing Output Templates	182
Setting Up a Translation Procedure	183
Setting Up an Update Procedure	183
Producing an Online Catalog from the MPDM Database	184
Producing Printed Catalogs	185
Producing a CD-ROM Catalog	185
Exporting Custom Catalogs	187

Creating an Interface to Transaction Systems	188
Importing Information from the PDM System	188
Importing Information from the ERP System	189
Lessons Learned	190

## **Chapter 10 Guidelines for Participants 191**

Corporate Management	192
Merisel's e-commerce stakeholders	192
Marketing Managers	192
Marketing Communications Managers	194
Product Managers	194
Engineering Managers	194
Situation Assessment	195
Information Technology Managers	196
Sales Managers	196
Lessons Learned	197

## **Chapter 11 Open Issues 199**

Multivendor Catalog Aggregation	200
TPN Register LLC ( <a href="http://www.tpnregister.com/">http://www.tpnregister.com/</a> )	202
Acquion, Inc. ( <a href="http://www.acquion.com/">http://www.acquion.com/</a> )	203
WIZnet: Worldwide Internet Solutions Network, Inc. ( <a href="http://www.wiznet.net/">http://www.wiznet.net/</a> )	204
Product Catalog Description Standardization	204
ECIX	206
The ECIX Project: Electronic Component Information Exchange (Previously Pinnacles Electronic Databook Project) <a href="http://www.cfi.org/ecix/">http://www.cfi.org/ecix/</a>	206
CIMIS	207
CIMIS: Common Industry Materials Identification Standard <a href="http://www.cimis.com/">http://www.cimis.com/</a>	208
Benefits of Material Standards	209
How Are Formats Created?	210
MISTI	211
MISTI: Missile Industry Supply Chain Technology Initiative <a href="http://misti.apo.saic.com/">http://misti.apo.saic.com/</a>	211
Universal Catalog Gateway (UCG)	212
Databases vs. Documents	213
The Future of Prepress	214

Text Search of Information Stored in Databases	214
Catalog Interoperability	215
CommerceNet eCo Framework	216
Product Information Exchange (PIX) Platform	220
The Interoperability Challenge	223
EDI on the Internet	224
Lessons Learned	226
 <b>Chapter 12</b>	 <b>Case Study: AMP</b>
	<b>227</b>
Key Project Findings	232
Major Benefits	233
Measures of Success	234
 <b>Glossary</b>	 <b>235</b>
<b>Index</b>	<b>249</b>