



iPartner Products Suite™

Commercial Papers

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Executive Summary

Selling technical products has become increasingly challenging. In the lighting industry, product variety and complexity is increasing every year. In addition, lighting specifiers, distributors and electrical installers have become increasingly demanding for better and up to date product information and sales support. Finally the board range of decision-makers obliges lighting suppliers to provide multiple paths of navigation and search to browse product catalogs. These trends have placed a tremendous pressure on lighting products and solutions.

iPartner Products Suite helps manufacturers and distributors manage, personalize and communicate complex product information to facilitate sales and marketing to their wide variety of customers.

Built on an open, scalable web-based architecture, iPartner Lighting Edition offers a collaborative authoring and publishing environment that provides fast, accurate access to product information to customers and channel partners. "Lighting intelligent" multiple guided search and navigation patterns can be implemented for both technical and non-technical catalog users. Other standard components have been integrated including fast lighting calculation and dynamic generation of photometric curves as well as head to head product comparison.

Other key features include straight-forward integration with enterprise applications across the Internet, allowing an organization to exchange branded and differentiated online product content.

This paper describes:

- The needs and requirements of business content management.
- iPartner Products Suite Lighting Edition, a product overview.
- Coperon Technologies, your partner in developing effective E-catalogs.

Needs & Requirements

In the past, product catalogs would be stored in file cabinets and accessible to those who knew where the content was and how to access it.

Today, all that has changed. Companies have digitized their catalog content generation and storage. As the world moves inexorably into the global electronic marketplace, companies have new opportunities for acquiring and publishing business content. They can generate access, track and store, disseminate and repurpose information automatically.

Is catalog content being used most effectively to accomplish company objectives?

Perhaps, but it has surely created major issues for catalog management and effectiveness:

- How to control the authorship and approval of content that will be published.
- How to ensure that published information is always current and accurate.
- How to manage web security.
- How to effectively communicate complete product knowledge to the sales team, distributors and an extremely broad range of catalog users, each group having different search criteria and priorities.
- How to provide all the users with a powerful, high-performance and accurate search engine that will help them find the most appropriate product for their actual needs.
- How to provide industry users with search and navigation systems which are already knowledgeable about the industry terminology, technology and selection criteria.

iPartner Products Suite, empower your product knowledge...

Coperon Technologies combines deep lighting and electrical industry knowledge with innovative software engineering to create powerful e-business software, iPartner.

iPartner enables manufacturers and distributors to leverage technical and marketing knowledge to accelerate sales, while maintaining content control. iPartner integrates seamlessly into a company's e-business strategy and existing websites and electronic catalogs. Powerful search technology adds value to actual e-catalogs and improves the sales and marketing process by:

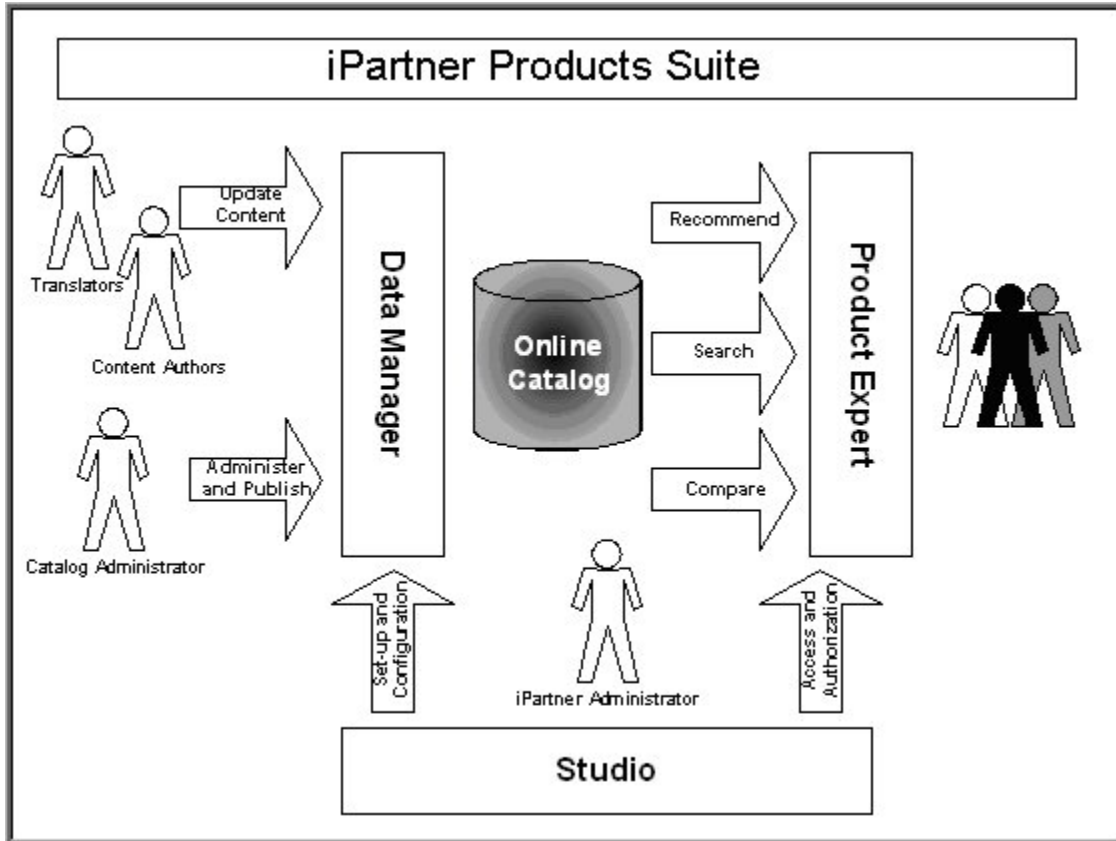
- Effectively communicating complete product knowledge to the sales team and distributors with multiple and personalized guided search patterns.
- Building stronger relationships with existing customers by providing a wide array of entrance doors to product data.
- Presenting fast, accurate and up-to-date product information to customers or distributors by allowing them to search effectively with their own set of criteria.

iPartner Benefits

| For Sales&Technical Team | For Management | For Customers | For Resellers |
|--|---|--|--|
| <ul style="list-style-type: none"> • Accelerates sales deal cycle • Empowered with product expertise • Better cross-sell and up-sell • More time to build customer relationships | <ul style="list-style-type: none"> • Increases productive sales and technical teams • Better insight into customer needs • Faster new product introduction • Better and economical training • Reduces sales & marketing cost • Increases customer and employee satisfaction | <ul style="list-style-type: none"> • Fast and rich access to products catalog • Self service, even for complex needs • Reduces the cost of doing business with supplier | <ul style="list-style-type: none"> • Potential to increase revenues • Increases sales margins • Lowers marketing & training cost • Creates a customized web channel • Reduces cost of doing business with suppliers |

iPartner Products Suite Lighting Industry Edition

Functions & Features



iPartner is composed of three major functionalities: Product Expert™, Data Manager and Business Analyst. iPartner Studio provides the necessary tools to manage the catalog implementation beyond the Data Manager.

Product Expert™

Product Expert™ is designed to allow lighting companies create guided search patterns, both technical and visual, which allow their customers to select and evaluate the best products for their needs. A powerful *lighting intelligent* search engine, based on Coperon's exclusive dynamic parametric search technology, allows users to quickly find a product in databases of thousands or tens of thousands of products.

Search patterns can be implemented by using any property as the first "entrance" screen, whether text or image-based. The following pages can also be text or image-based and follow the logic of how companies would like their customers to browse the catalog. With Product Expert™, a catalog user will **always find a product and never receive "no matches found."** Results are then sorted by any parameter according to

author defined properties and viewed by product line, product category, design line, product variants or any other grouping according to the specific data structure of each company.

With the Product Expert™ Comparator, users can compare product alternatives head-to-head before selecting the product which best suits his/her needs.

iPartner Data Manager™

Data Manager is designed to offer an easy management of lighting product content. It puts business users in control of content creation, contribution, and updates. Workflow features allow a sequential control and validation of content by different users profiles prior to publication. Data Manager increases the value of the content published on iPartner.

iPartner Studio

Studio is the backbone of the iPartner Suite of products. It enables efficient administration of the iPartner components: Product Expert and Data Manager. Catalog creation, properties definition and publishing rules are managed in iPartner Studio.

Catalog Analyst™

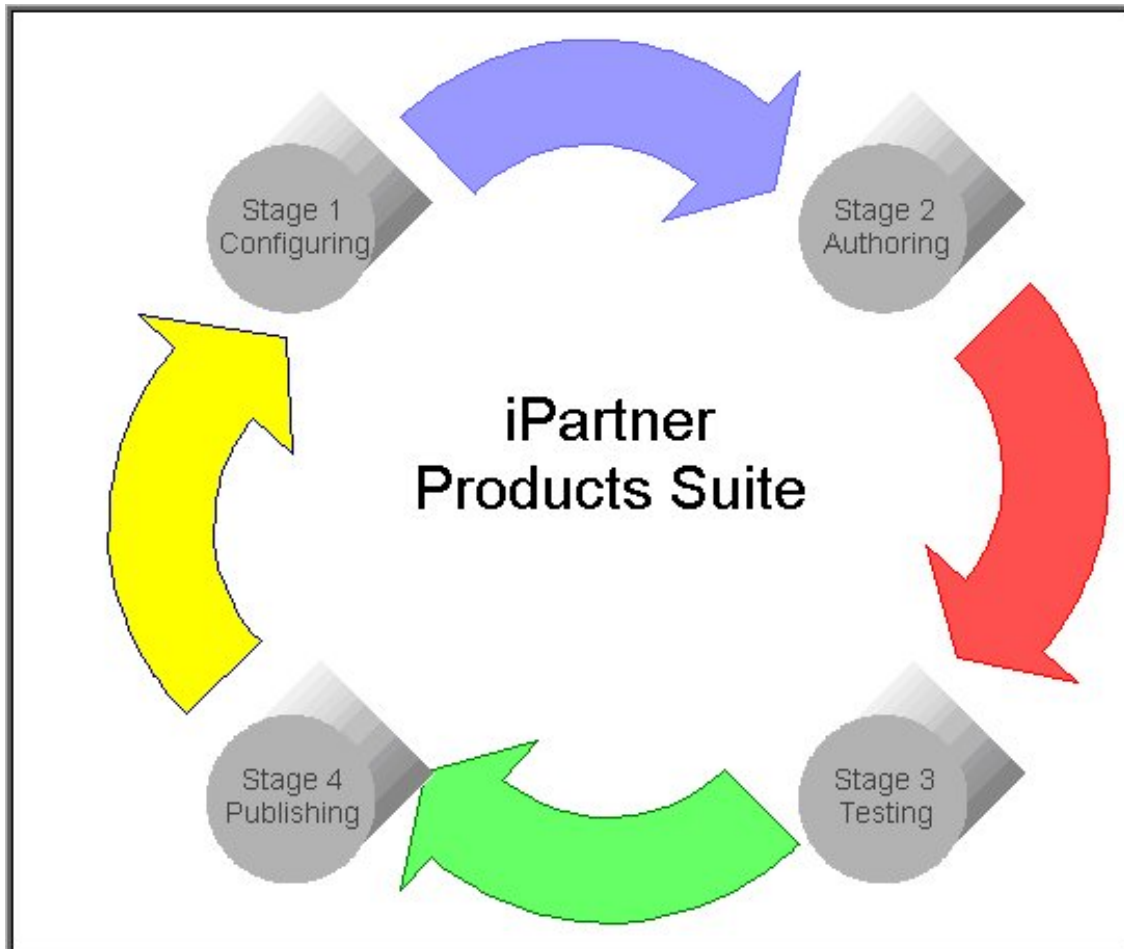
Catalog Analyst™ is an integrated real-time web catalog analysis software designed specifically for Coperon's Product Expert™ search engine and e-catalog.

- Get real feedback about visitor behavior 24 hours per day, 7 days per week
- Quickly drill-down and analyze the customers' browsing and navigation habits
- Benefit from an extensive set of out-of-the-box in-depth analytical reports
- Perform ad-hoc queries to fetch stored data, and create your own customized reports

iPartner Deployment Approach

iPartner is a powerful, yet easy-to-use tool for managing and publishing lighting catalog content. Its strengths rely on its rapid deployment and the minimal administration required.

The deployment approach is described in the following figure.



Stage 1 – Configuring

The iPartner administrator can rapidly configure the target catalog. The catalog structure is configured and adapted to the content to be published. iPartner allows the administrator to specify the site hierarchy, customize product information, define the searchable properties and set the searchable patterns. The catalog configuration is the basis for content management.

Stage 2 - Authoring

Authoring includes all the tasks related to the preparation of the content to be published. Data Manager offers a comprehensive environment for creating, managing and preparing product information for publication. Data Manager simplifies the creation and contribution of catalog content.

Data Manager is specifically designed for distributed catalog management, allowing collaboration among product and marketing managers located in different locations around the world. Multi-language options give companies the opportunity to create multiple versions of the catalog in real time. Access rights and rules allow users with different profiles to enter, update, translate and validate catalog content.

Content versioning can optionally be tracked up to the product level. At any time, an earlier version of a specific product can be recovered to become the most current version.

iPartner applies specific Lighting Industry rules and validations. This service enhances the quality of the content stored, accelerating creation of new product lines, products or any other modification to the catalog.

Stage 3 - Testing

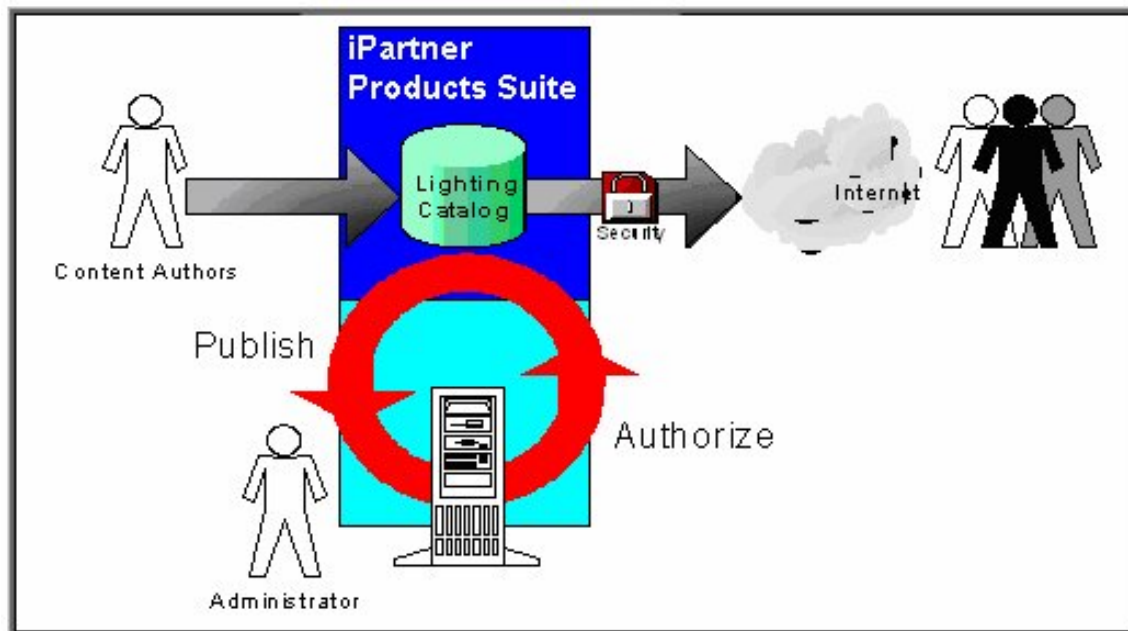
At any moment of the authoring stage, catalog content can be checked on a test site configured to reflect the latest content updates. This feature allows a progressive validation of the content and confirms the structural and hierarchical options adopted for the final site.

Stage 4 - Publishing

Publishing is the stage where the catalog is made available to users across and outside the company. iPartner, whether deployed for intranet, extranet or Internet purposes, retrieves the information for the content that meets the user's needs or level of access.

From the Data Manager, approved content is published, giving users access to rich and fully searchable product information. Catalog content can be published in any language, giving the business a truly global reach.

iPartner Architecture and Performance Criteria



Open Architecture

iPartner is based on a unique and comprehensive architecture designed to meet the technical demands of Web applications delivered over intranets, extranets and the Internet.

iPartner could be implemented as a standalone application, or work with other applications for an integrated solution.

iPartner open architecture permits organizations to build and deploy the complete solution quickly and cost-effectively. This architecture also provides a strong foundation to build and deliver future products.

Technical Platform

- Microsoft Windows 2003 and above (English edition)
- Microsoft Internet Information Server (IIS)
- Microsoft SQL Server 2005 and above

End-User Requirements

- Microsoft Internet Explorer 6.0 and above.

Security

iPartner has its own security model. Its security capabilities are based on Web server filters, SSL and relational database security.

Catalog content can be grouped to provide the same access privileges for specified users. Individuals can be limited to what products they can view or functions they can access.

For example, iPartner contains security features for:

- Users who just need to find, view and print content
- Those who need to administer content (Enterprise administrator or sub-administrators)

The majority of the users are considered as public users. They need to be given an access to the catalog, or part of the catalog. Their profile could even restrain access to the basic components of iPartner.

The Enterprise administrator can set up sub-level administrators to perform a subset of administrative tasks. He can configure items such as the publishing rules, security model...

Coperon Technologies

Coperon Technologies has combined deep lighting industry, software and internet communications expertise to develop guided search and navigation solutions for product catalogs in the lighting industry, whether internet, extranet, intranet or CD-Rom. Coperon Technologies is committed to creating high performance e-catalog tools on proven technology platforms, and supports the most recent standards, including:

- Web and programming languages: JavaScript, HTML, DHTML, .Net, VBScript, ASP, Java, JSP, COM+, XML
- Database server: MS SQL Server, Oracle, Sybase
- Workflow Technology: MS Exchange Server
- E-Business development platform: MS Commerce Server
- Back Office Integration Platform: MS BizTalk Server

Partnering with Microsoft

Coperon Technologies is member of the Microsoft Certified Partner Program. The Microsoft Certified Partner Program is a widely-recognized, worldwide program for independent companies that provide Microsoft-based IT services and products to corporate, government and small- or medium-sized businesses.

Being a partner encompasses a broad range of technical expertise, including specialized disciplines such as e-commerce, networking, collaboration, and more. As one of the most important resources in providing Microsoft solutions, Coperon Technologies has a commitment to emerging technology and providing excellence in customer solutions.

.NET

Coperon Technologies is committed to building software applications that are compatible with Microsoft's .NET platform.

Microsoft has created an advanced, new generation of eBusiness Solutions that will drive the Next Generation Internet. Microsoft calls this initiative .NET, and its purpose is to make information available any time, any place, on any device. The Microsoft .NET platform will fundamentally change the way companies interact with their partners and customers over the Internet.

Coperon Technologies works closely to take advantage of the vast technological opportunity offered by Microsoft, while developing our own set of powerful tools. By combining several core technologies and applications into a complete solution, Coperon

leverages existing and new technologies to produce an effective solution for implementations of all sizes.

iPartner solutions are built on a foundation of open interoperability standards and enterprise-class applications that take advantage of the following features:

- Full featured XML-based integration and business process orchestration that allows integration with an endless array of back-office applications.
- Complete e-commerce functionality including custom catalog and catalog management system, personalization, and e-commerce business analytics.
- An enterprise class database and analytics engine centered on scalable and reliable data storage and online analytical processing for business intelligence (OLAP).

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