



iPartner Suite of Products

Products Features & Profile Overview

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Contents

THE BUSINESS CASE.....	2
AN INTRODUCTION	2
IPARTNER EMPOWERS YOUR PRODUCT DATA KNOWLEDGE.....	2
BUSINESS BENEFITS	3
PRODUCTS OVERVIEW.....	4
IPARTNER PRODUCT EXPERT™: LIGHTING INTELLIGENT SEARCH ENGINE.....	4
IPARTNER DATA MANAGER™: EFFECTIVE LIGHTING CONTENT MANAGEMENT	6
IPARTNER CATALOG ANALYST™: KNOWLEDGE ABOUT VISITORS BEHAVIOR.....	7
IPARTNER DATA ADAPTER™: YOUR OPEN GATEWAY TO PRODUCT EXPERT™	8
COPERON SERVICES.....	9
SERVICE & SUPPORT CAPABILITIES	9
<i>Implementation Planning & Management</i>	<i>9</i>
<i>Comprehensive Services</i>	<i>9</i>
<i>User education and training</i>	<i>11</i>
<i>Content Management Services.....</i>	<i>11</i>
COPERON TECHNOLOGIES®	12
ABOUT COPERON	12
MAJOR REFERENCES	12

The Business Case

An Introduction

Lighting manufacturers today are faced with an overwhelming challenge in managing their product data. With limited resources, they are required to maintain complex databases with technical data, photographs, photometric data, 3D drawings and an array of related documents, some of which are stored in ERP and other enterprise software.

Using their databases, manufacturers must create updated web, CD-ROM and other electronic catalogs for their own use, plus provide their data to distributors and lighting calculation software providers, often in other data structures, formats and standards. Finally, lighting customers (lighting designers, architects, engineers, contractors and even consumers) expect tools which allow them to find appropriate luminaires and relevant documentation for their projects, forcing manufacturers to provide multiple browsing and search patterns for the same catalog.

Until now most manufacturers have approached these challenges by adopting ad-hoc solutions from web agencies, in-house programmers or standard plug-ins from lighting calculation software providers. None of these approaches is able to provide a comprehensive long term solution.

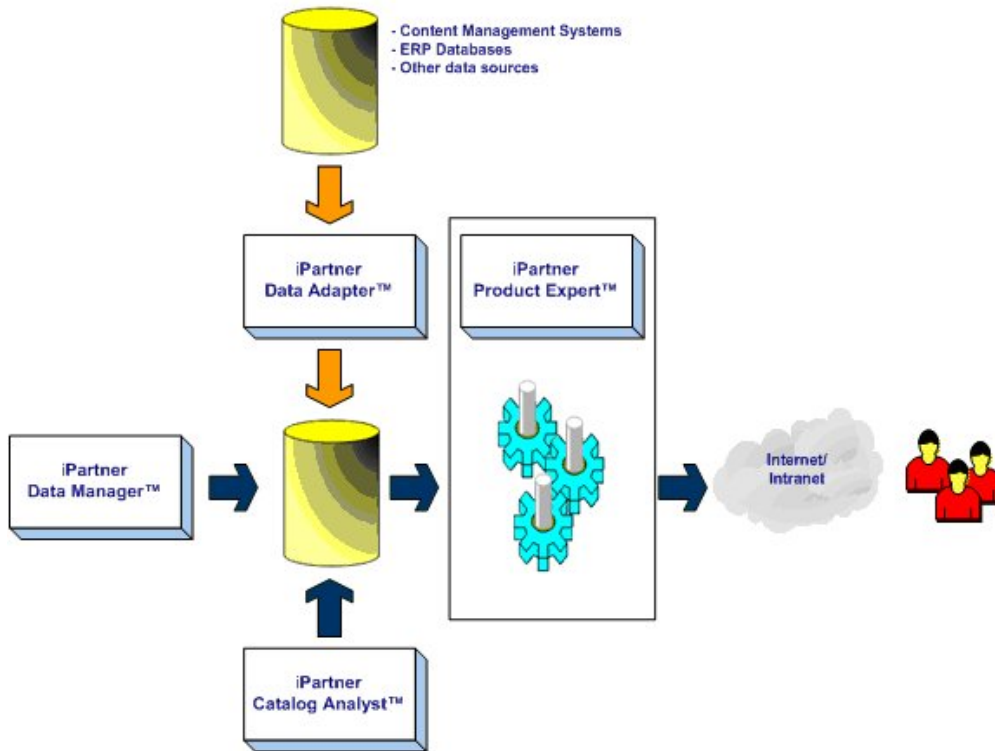
iPartner empowers your product data knowledge...

Coperon Technologies combines software and lighting expertise to provide lighting manufacturers with a robust lighting solution which is totally independent. This means that Coperon customers have the benefits of built-in “lighting intelligent” structure and functionality with total freedom: to manage data within their own data structures, to create an unlimited number of guided search patterns and to provide data to third parties in whatever “standard” or platform is requested.

Coperon’s iPartner™ suite was developed by a team of lighting experts and internet software engineers to provide a highly customizable set of tools for management and communication of lighting product data.

Our *lighting intelligent* search tools provide customers, sales team and distributors with fast, accurate and comprehensive knowledge about your products. Key products of our iPartner™ software are:

- Product Expert™, advanced parametric search for lighting professionals
- Data Manager™, intuitive management tool for product databases
- Catalog Analyst™, an integrated real-time web catalog analysis software
- Data Adapter™, a data integration tool for mapping data to Product Expert™



Business Benefits

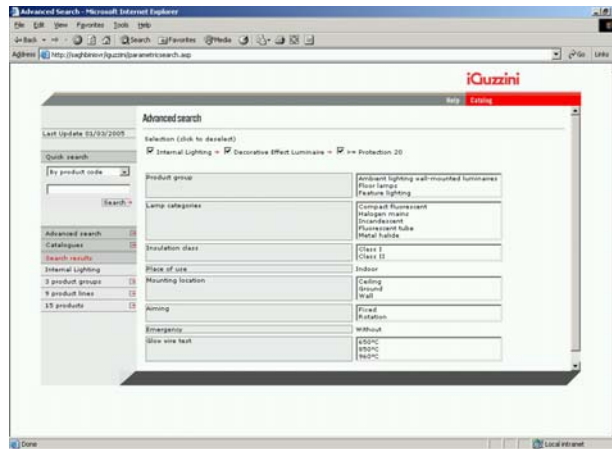
- ✓ Break down corporate information “silos” and centralize product information in one unique repository.
- ✓ Achieve quick success for your corporate intranet and knowledge sharing initiatives.
- ✓ Harness corporate product knowledge to provide additional value to your customers and partners.
- ✓ Gain time to market by pushing quickly your product information to the internet.
- ✓ Increase user satisfaction by providing access to powerful enterprise search that help find the right information fast.

Products Overview

iPartner Product Expert™: Lighting Intelligent Search Engine

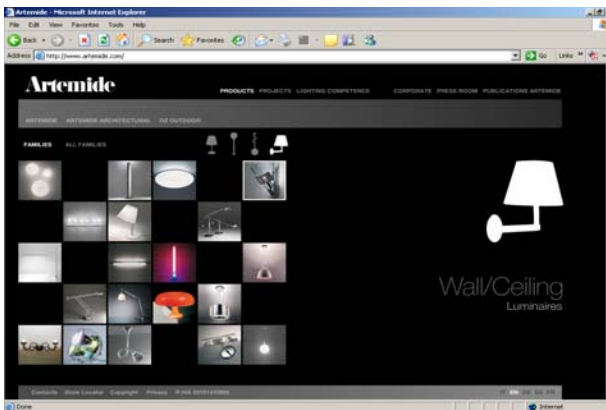
Product Expert™ is designed to allow lighting manufacturers to create guided search and browsing patterns, both technical and visual, which allow customers to quickly select and evaluate the most appropriate products for their needs. An extremely powerful *lighting intelligent* search engine, based on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

The advanced or “expert” search pattern allows a catalog user to narrow his or her selection by selecting properties in order of personal importance. For example a technical user might begin a search by IP protection degree and then lamp category and mounting location while another user with different project constraints might search the same 3 properties in the opposite order!



Advanced or Expert Search

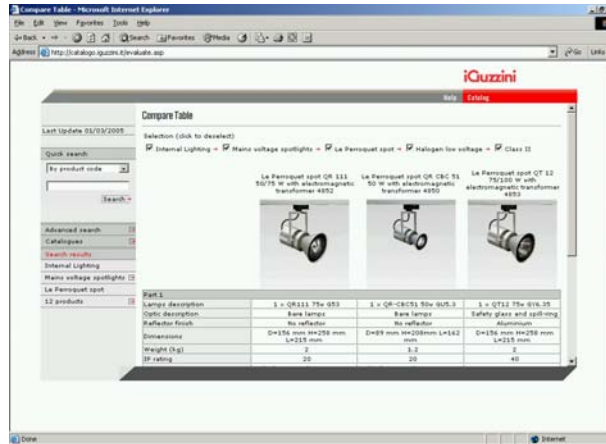
With Product Expert™, a catalog user will always find a product and never receive “no matches found.” Results are then sorted by any property according to administrator defined properties and viewed by product line, product category, design line, product variants or any other grouping according to the specific data structure of each company.



Guided Search

Other search and browsing 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.

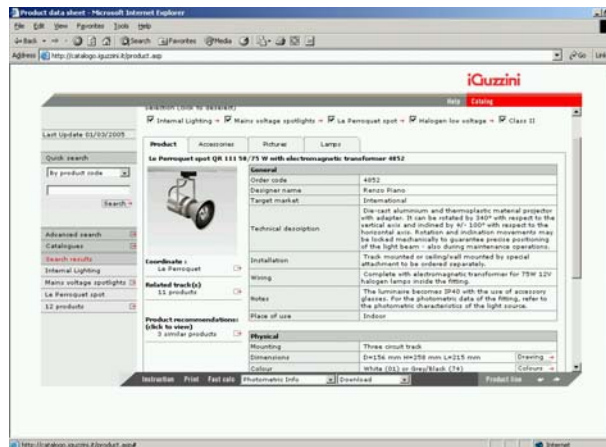
Often, users may find several products which seem to meet their needs but are not readily differentiated by the catalog. With the Product Expert™ comparator, users can compare several product alternatives head-to-head before selecting the product which best suits his/her needs.



Products Compare

Other times, users may reach the Product Data sheet and find a small problem: product image different than expected, product too expensive, product unavailable...

The Product Expert™ recommendation engine automatically provides catalog users with alternative products which meet the personalized selection criteria of each search.



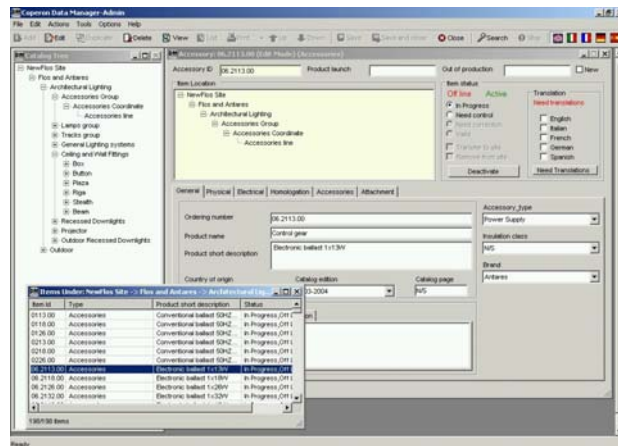
Recommendation Engine

iPartner Data Manager™: Effective lighting content management

The growth of electronic catalogs has created a set of new complex tasks and challenges in the management and maintenance of product databases and related information.

Marketing and product managers have found that these new tasks related to electronic catalogs are creating time-consuming and complex work, often requiring the assistance of already over-burdened IT teams. The Coperon team has developed Data Manager to overcome these problems, providing these marketing managers with new powerful tools to maintain, update and publish electronic catalogs, whether to the web, intranet or CD-Rom.

Data Manager is “lighting-intelligent” so that marketing management will find be able to intuitively manage the creation and modification of products, product lines, product categories or new catalogs. Company and lighting-specific rules and property relationships are already implemented, reducing the chance for error by less experienced managers.



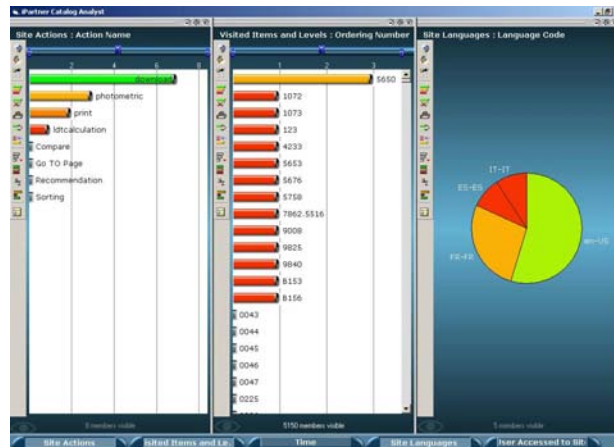
- Maintain your catalog content in different languages based on a **preset lighting terms dictionary**
- Pre-configure **content entry templates** for your catalog items (types of luminaires, accessories, lamps...) to load only the necessary properties
- Benefit from embedded **lighting-specific rules**, reducing the chance for error by less experienced product managers
- **Share your catalog** content with remote users in different locations for review or knowledge sharing
- Set the **security controls** that enable your organization to allow or restrict access to content based on user roles and responsibilities
- Configure **your own workflow** for routing your products through the authoring, editing, and approval portions of your information lifecycle management process
- **Publish your catalog** content, whether to the web, your own intranet, CD-Rom or paper catalog
- **Import content** from other data sources, including ERPs, to enrich your catalog and avoid item re-entry

iPartner Catalog Analyst™: Knowledge about visitors behavior

Catalog Analyst™ is an integrated real-time web catalog analysis software designed specifically for Coperon's Product Expert™ search engine and e-catalog. It goes beyond traditional web statistics solutions to provide general, marketing, product and sales managers with practical and useful reports about those customers who use their web catalogs.

Practically every click by users of the online catalog is tracked in order to provide advanced analytical reports: your customers' browsing and navigation behavior, their search patterns, specific page functions used, products visited, products compared and much more.

In short, practically every element of the online catalog site is measured and analyzed. All visitor information is collected and reported real-time, allowing general managers, marketing managers, sales managers and product managers to assess the impact of newly introduced products and calculate customer response.



Catalog Analyst™ delivers a proven, Windows-based tool for information access, formatting, and analysis. It provides a pre-defined set of detailed reports about in-depth catalog user behavior. It provides as well the possibility not only to view standard reports, but to analyze the data they see, perform ad-hoc queries to fetch new data, and create their own customized reports.

- Provide your catalog administrators with a **real feedback about visitor behavior**
- **Quickly drill-down and analyze** the customers' browsing and navigation habits, their preferred search patterns, specific page functions used, products visited, products compared and much more
- Benefit from an extensive set of out-of-the-box **in-depth analytical reports** that provide insights on your online catalog activity
- Extend your knowledge to even **perform ad-hoc queries** to fetch stored data, and create your own customized reports

iPartner Data Adapter™: Your open gateway to Product Expert™

To remain competitive, companies must seamlessly connect with third-party data providers – who are all likely to store and process data in different formats. The majority of existing enterprise data is stored in business applications and database systems that are generally neither standards-based nor readily extensible.

For its clients that are not willing to adopt Coperon Data Manager™, Coperon challenge was to develop a solution that integrates data stored and maintained within any third-party CMS (Content Management Solution) in a standard-based, cost effective solution and then populate its own expert search database to make it available online.

iPartner Data Adapter™ is a data integration tool that simplifies data mapping by allowing customized data mapping and apply transformation rules to conform imported data to Product Expert™ database standards.

- Correlates and **integrates data from any source**, including other content management solutions, leading enterprise applications or even a proprietary application
- **Applies transformation rules** to conform the integrated data into Product Expert™ database standards
- Supports most of the standard databases and native file formats available today.

Coperon Services

Service & Support Capabilities

Coperon Technologies provides full service and support capabilities to its customers. Our staff of lighting consultants, software engineers, customer support specialists and marketing representatives is well trained in both the lighting and computer industries. From defining requirements to identifying solutions, programming custom modifications, or performing technical assistance and training, we have the know-how and experience to bring your use of our applications to the highest level of productivity.

Implementation Planning & Management

Coperon Technologies believes that buying the right product for your business is only part of the solution. It is important that your software publisher has a thorough and well-planned implementation methodology that can make the implementation a success. Failure to implement the system properly can cost you much more than the software itself.

The implementation of the iPartner Software Suite can be a complex undertaking. Coperon Technologies provides expert guidance in the definition of a project schedule as well as identification of dependencies and coordination of required resources, both internal and external to the customer's organization.

Coperon Technologies provides a comprehensive implementation methodology, the **3D Approach**. The objective of this approach is to combine strategic thinking with progressive technology deployment. The end result is enabling your company rapidly capture the value of the e-technology. The **3D Approach** stands for Design, Deploy & Deliver.

Our methodology guides your implementation from the planning stage through system setups, data imports, and eventually through the go-live stage. The methodology includes troubleshooting tips, implementation worksheets, and much more.

Comprehensive Services

Coperon Technologies provides comprehensive consulting, analysis, and programming services. We lead clients through project definition, analysis, design, programming, testing, training, implementation and ongoing support, based on well established and concise programming, documentation, and project control standards.

External system interface

Coperon Technologies provides a wide variety of services aimed at making implementation of our applications as smooth as possible. These services include conversion of data from existing systems, writing necessary interfaces to other systems as requested by the customer.

Using a variety of techniques, Coperon Technologies routinely writes interfaces to external systems as required by our customers, based upon their specific needs. This typically includes interfacing to corporate systems for data integration. We have significant experience in developing these interfaces, and can work directly with your staff in any capacity that suits your needs.

Customization

At Coperon Technologies, we realize that our software may not do everything you want - or do everything the way you want it to. Our philosophy is to work with our customers to customize the software where desired to provide that unique functionality.

To accomplish this, Coperon Technologies employs a change management methodology to help ensure that the additional functionality we deliver is what your company desire. Steps we employ in this process starts with an understanding of the requirements and the desired outcomes. The design of the functionality analyzes various approaches and its impact on the core of the products. Once delivered, Coperon Technologies continues to support your system with these enhancements as long as you are covered under our maintenance agreement. With each general standard system release, we "retrofit" your specific modifications and deliver to you a new release with your prior modifications already built in.

GUI Integration

A professional, branded image is vital for your business. It represents quality and stability to your customers, generates respect from your competitors, and broadcasts a message of confidence to investors. It's also important that your website provides value to people who spend the time to visit. Now that use of the web in business has become second nature to customers, it's crucial that your brand and professionalism is represented on the Web as well as on your letterhead.

Coperon Technologies collaborates with the web designer you select to integrate your corporate identity in the delivered products to turn your web site into a valuable sales tool that provides convenience for your customers and revenue for your company.

User education and training

As with any support service, training by Coperon Technologies is dedicated to each unique customer rather than taking the form of a generic 'class. By taking this approach, our client's managers, supervisors and staff may freely discuss their needs and concerns without fear of revealing sensitive information to outside attendees, and always have the full attention of our team.

Training by Coperon Technologies is always customized to our customer's specific needs, and varies based on the size and complexity of system requirements. Education class is designed according to the profiles of the users, site administrators, products managers, content team... The objective of this approach is to give every user a solid understanding and a strong base to better utilize our products.

Content Management Services

Few years ago, outsourcing data entry work was definitely not an option people took seriously. Yet the need for data entry work grew. Along with it came the realization that this work was not necessarily best managed by in house personnel who understood the product, database or business. What mattered more was faster, accurate and more efficient data entry.

With several years of experience in lighting products data entry / data capture, Coperon Content Management team has the capacity and expertise to process any type of data, electronic or paper based. Utilizing the latest technology, supported by in-house programmers and quality control staff, our team key thousands of products each day from a variety of formats.

Coperon has invested consistently not only in operator training but in validation and quality control processes enabling us to give the highest of quality guarantees for all data.

Coperon Technologies®

About Coperon

Coperon Technologies was founded in July 2000 by lighting industry experts with the conviction that lighting manufacturers should be able to manage and communicate rich data about their products to a wide range of catalog users: architects, engineers, lighting designers, distributors, suppliers, the sales team and marketing managers.

Coperon's main goal has been to provide lighting manufacturers with "lighting specific" software tools to assist them in communicating and managing all types of product information, to allow them to guide their catalog users with a choice of search patterns to browse product data.

Coperon's unique iPartner suite comprising Product Expert™, Data Manager™, Data Adapter™ and Catalog Analyst™ has been specifically developed to meet the challenges by providing customers with a unique lighting industry standard solution.

Coperon is currently providing its software and services to several of the world's leading lighting companies in Europe, North America and the Middle East.

Major References

 www.arlus.com	 www.artemide.com
Concord:marlin www.concordmarlin.com	 www.flos.com
 www.iguzzini.com	Lightology® www.lightology.com
 www.lumiance-lighting.com	 www.regiolux.de
 www.sonepar.com	 www.nardeen.com
 www.sli-lighting.com	 www.xal.com

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