

## iPartner™ Products Suite

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.

## iPartner Product Suite™ : Empowers your Catalog Data

### iPartner Data Manager™

*“Effective lighting content management with Data Manager™*

Data Manager™ provides marketing managers with a powerful tool that addresses the fundamental problems associated with catalog content management.

- Maintain catalog content in different languages based on a preset lighting terms dictionary
- Pre-configure content entry templates for your catalog items
- Benefit from embedded lighting-specific rules, reducing chances for entry error
- Share your content with remote colleagues for review or knowledge sharing
- Set security controls to allow or restrict access to content, based on user roles and responsibilities
- Configure your own workflow for routing your products through your information lifecycle management process
- Publish your catalog content to the web, your intranet, CD-Rom or paper catalog
- Import content from other data sources, like ERPs, to enrich your catalog and avoid item re-entry

### iPartner Product Expert™

*“Lighting Intelligent” search engines with Product Expert™*

Product Expert™ brings a cutting-edge lighting intelligent search engine, based on Coperon’s exclusive dynamic parametric search technology.

- Configure your search and refine progressively to get the most appropriate result
- Design unlimited visual searches to guide your user to the required product
- Compare products head-to-head from a list of results
- Propose alternative products based on Product Expert™ recommendation engine
- Integrate photometric calculation tools and generate photometric diagrams
- Print dynamically generated product specification sheets

### iPartner Catalog Analyst™

*“All the knowledge about your customers’ online behavior that you ever wanted to know” with 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

### **Key Benefits**

- Centralize your data in one unique repository, personalized with your business rules, data structure, workflow and multi-language glossary
- Harness your comprehensive product knowledge to allow each customer to find the appropriate product including the complex relationships among products, accessories and related documentation
- Provide various search patterns like guided browsing of products or powerful parametric search, when required
- Accelerate time to market with easy and fast product updates and the possibility to produce interactive CD-Rom catalogs