Publishing

eCats.

Electronic Catalogues for the Automotive Aftermarket
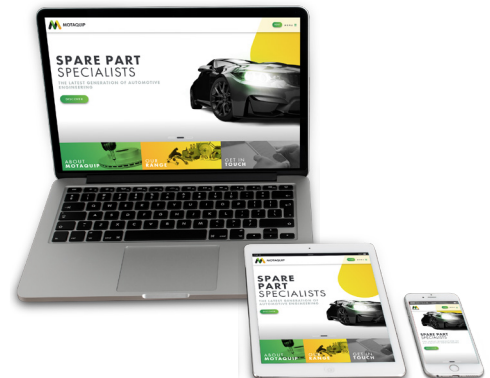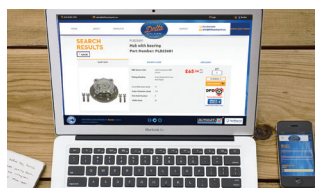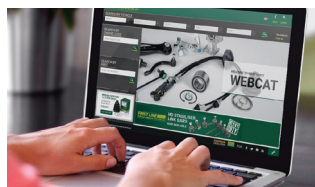
Key Benefits

- ☐ Provide accurate, consistent, up-to-date information

- ☐ Showcase your products at their best and away from your competitors

- ☐ Attract more sales & increase market share

- ☐ Reduce the need to produce costly printed catalogues

- ☐ Build customer loyalty through better buyer experience

- ☐ Accessible 24/7, from anywhere in the world

- ☐ Greater efficiency by utilising data from one source

- ☐ Eliminates errors and hassles from multiple data entry

- ☐ Configurable to your needs to grow and change with your business

The increasing influence of digital transformation is reshaping the global automotive aftermarket, and the provision of an up-to-date, user friendly web catalogue is rapidly becoming an essential sales and marketing tool for parts manufacturers and distributors.

With over two decades experience in Automotive Aftermarket Cataloguing, Elcome understands the complexities and requirements of the aftermarket industry.

Elcome can build you a content rich, up-to-date, accurate and consistent online product catalogue, that makes the task of 'finding the right product' simple for your customers.

Unlike other electronic catalogue providers, who work to one standard style or template, Elcome create bespoke eCats for all our customers. Designed to meet your individual needs and requirements, and help you to stand out from the crowd. Plus, all our eCats benefit from daily updates, so anything added or changed will be published and available to your customers the very next day.
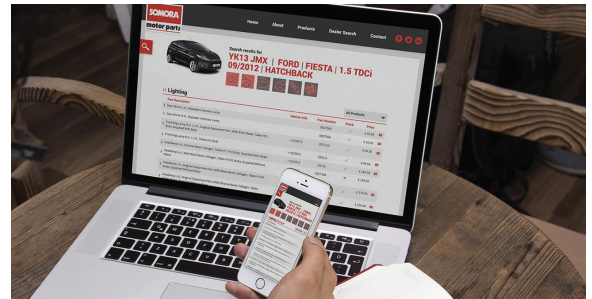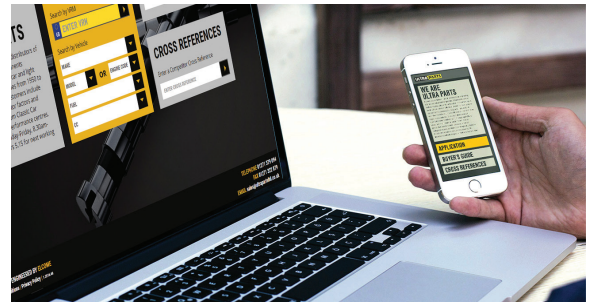
Find out more TODAY!

sales@elcome.ltd.uk or call
+44 (0)1793 845144

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Key Features

☐ Available as a **stand-alone** portal, **or fully integrated** with your existing company website

☐ Customers find what they want quickly and easily with a variety of **powerful search options** and easy navigations including VRM, part, cross reference or engine number

☐ **Optional e-commerce functionality** available, including features such as online ordering, shopping basket and custom pricing

☐ Integrates with XChecker (catalogue management) & Image Manager (digital assets) systems to ensure **consistent product & application information** is always available and updated daily

☐ Can **organise & display** complex product & brand relationships

Additional Features

☐ Your **eCat** will respond to any screen size with **responsive design** and be optimised to achieve quick page downloads

☐ With custom product and category layouts

☐ Can be built with the capability to be **multi-indexed to match regional Data Standards** based on users location or URL

☐ Integrates with Translation Manager, to create a **multi-lingual** catalogue

☐ Can also be **seamlessly integrated** and synchronised in real-time with other back end systems, such as **CRM** and **ERP**

☐ The option to have an Administration Interface, **allowing you to control access** for users within your organisation.

☐ Plus, **optional reports** to measure usage, searches, responses and results.

☐ Choose the level of **security** to suit your needs, such as username and password access

Plus

Elcome offer a **complete web service,** not only creating you an eCat , but updating your corporate website as well

We offer regular **maintenance** to ensure your eCat is compatible with new software updates

Everything we design and build is **custom,** in accordance with your brand guidelines

Integrate your eCat with an XChecker and your data will be **updated daily**

Elcome can securely **host** your eCat

Dedicated Elcome Account Manager, plus, Technical Help Line to support you

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