

# BuyDesign Product Overview - NAV

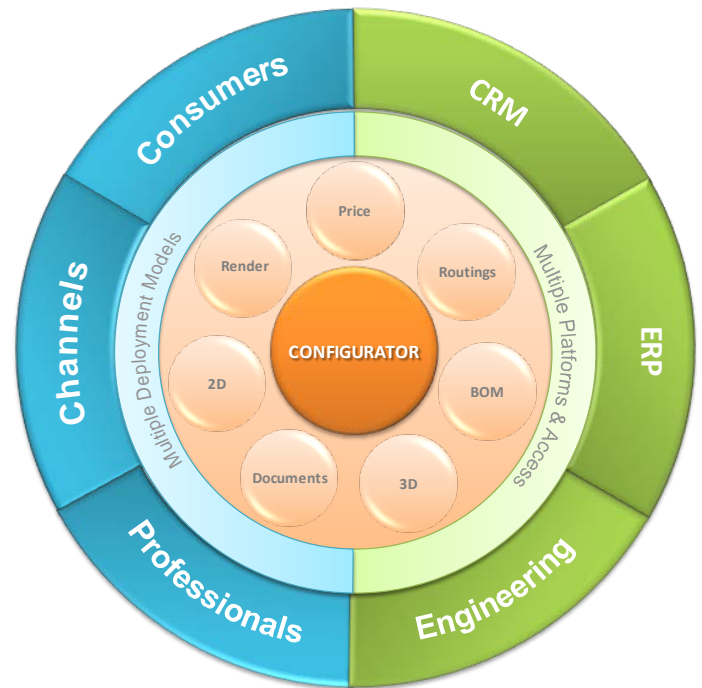
Helping our customers become *'easier to do business with'*

The BuyDesign Product Suite is a collection of modules built around a robust and powerful product configurator. The Configurator includes a set of generators that greatly extend its capabilities by dynamically creating additional content including price, BOMs, routings, and levels of images utilizing 2D, 3D, and photo-realistic rendering engines. The Configurator and the generators form the core of the other BuyDesign modules and can also be leveraged in other enterprise applications.

BuyDesign application solution products include capabilities for lead generation, product specification, and quoting & ordering with tools to monitor sales activity. Tools to integrate the BuyDesign Configurator and the application solutions with other enterprise applications regardless of application platform and deployment model are also available as part of the suite. In addition to the BuyDesign product capabilities described above, a pre-built adapter for Microsoft Dynamics<sup>®</sup> NAV is available.

The following provides a high level description of the BuyDesign Suite of products:

- **BuyDesign Configurator** - A powerful product configuration solution that can be consistently deployed across both centralized and distributed applications. The Configurator engine guides the selection, configuration, and pricing of products while ensuring valid combinations of features, options, and dimensions. BuyDesign Design Studio provides a graphical environment for developing and testing product models. The Software Development Kit (SDK) provides the tools to integrate BuyDesign Configurator into enterprise applications across a range of operating systems and platforms.
- **BuyDesign Flex2D** - An engine for dynamic generation of configuration-specific 2D models intelligent AutoCAD blocks, and annotated drawings without the need for any CAD program. The model can generate related images for web, screen viewing or printing in real-time.
- **BuyDesign Flex3D** - An engine for dynamic generation of detailed configuration-specific 3D models and subsequent generation of as-engineered detail drawings and manufacturing instructions leveraging the power of popular 3D CAD products.
- **BuyDesign FlexRender** - An engine for dynamic generation of photo-realistic images for configured products within the context of the "scene" in which the product will be used. E.g. home, office, or other life-like scenes with selected product options and accessories such as trim, borders, fabrics, textures, wood grains, colors, etc.
- **BuyDesign FlexDocs** – An engine for the dynamic generation of PDF or word documents based upon configuration input and selections. This module provides significant value in preparation of complex proposals, submittals, sales literature, or engineering specifications.



- **BuyDesign Build-Your-Own** - An online lead generation application that enables end customers to select, configure, and visualize products in the context of their own home, office, or other environment. Also provides the ability to save, e-mail, and print a design; find a dealer; and request a quote.
- **BuyDesign Virtual Catalog** - An online application that turns print materials into a dynamic, personalized online catalog that links directly into the BuyDesign Storefront shopping cart. Includes a catalog viewer and a catalog publishing environment.
- **BuyDesign Channel Sales** - A comprehensive guided selling system that provides dealers, distributors, and/or company direct sales representatives with the tools to effectively select, configure, quote, bid, propose, and order products for their customers. Can be implemented as a web-based online solution and/or as a distributed solution for use by remote sales people or workgroups. Includes process models for high volume and high complexity products, as well as collaboration capabilities, and order tracking. Specific capabilities target progressive quote/order definition processes and mass change of configured options for what-if scenarios.
- **BuyDesign Insights** – A web-based portal to provide Sales Activity Reporting to track statistics such as quote, order volumes or values, quote to close ratios, product trends, and even popular combinations of configuration options. Role based security enables setup access for executives, Product Managers, and even dealerships to view their activities. Built upon a highly tailor able reporting platform, and supports e-mail notification of popular reports on user preferred frequency as PDF, or excel files.
- **BuyDesign InTouch** – The Centralized Solution Management system provides for capabilities to publish Configurator model and content updates for the BuyDesign applications, provides license and Sales Channel Access Management capabilities, and a messaging infrastructure to communicate with the Sales Channels through a Messages area. E.g. in the Channel Sales dashboard, users can see manufacturer published messages regarding product or pricing changes, recall notices, or other significant notifications with an optional hyperlink to a web-site with more detail.
- **BuyDesign Integrator** – The Data Highway for BuyDesign to interact with other enterprise applications. Provides broad data manipulation (ETL) capabilities and enables the definition of scheduled data flows by business process (e.g. periodic transfer of Channel Sales Orders into ERP). Also provides mass e-mailing capabilities (e.g. Order Acknowledgements), and data pre and post-processing to optimize performance for ETL.
- **Connector Foundation for BuyDesign from TDCI** - The Connector Foundation for BuyDesign from TDCI provides base connectivity between Dynamics NAV and the BuyDesign Suite and is a required component to use the Configurator, Channel Sales and any of its related modules.

Please contact Mike Wilson at TDCI Inc. for additional information about our products or our partner program: Phone: 614.781.2325 x134 - Email: [mwilson@tdci.com](mailto:mwilson@tdci.com)