

IVIS Group's Sonetto 4.0 Product Release

Taking Product Induction & Enrichment to the Next Level

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IVIS Group, the multi-channel experts, announces the availability of Sonetto Production Induction & Enrichment 4.0 (Sonetto PIE 4.0). This latest product release from IVIS Group's Sonetto Retail family is a major leap forward in terms of rich functionality, performance and usability. Sonetto PIE 4.0 further consolidates the integration of in-store and emerging channels in the multi-channel world by allowing the multi-channel organisation to effectively address the following key demands of the product induction and enrichment process:

- Create rich, customer oriented content through the addition of new products with well structured information
- Improve the timeliness of available product information by allowing candidate products to be managed
- Ensure consistency of customer communication and remove duplicated effort by promoting collaboration across channels

With its state-of-the-art business rules approach, fully flexible schema and streamlined workflow, Sonetto PIE 4.0 is an extremely powerful application that comes with a significantly enhanced, feature-rich user interface that places control of multi-channel product information directly into the hands of business professionals.

Business users are empowered and their dependency on the IT department reduced. They can now rapidly post the most up-to-date information to their website and manage their SKUs much more effectively and efficiently. Sonetto PIE 4.0 supports the multi-channel retail business processes, allowing data enriched by one business user to be passed to another for further enrichment. This improves an organisation's business agility and operational efficiency as repetitive tasks are avoided and ample time made available to tend to other crucial aspects of the business.

In addition to the features mentioned above, Sonetto PIE 4.0 tracks business-critical information allowing users to know when a certain piece of information was changed, why it was changed and who changed it.

Sonetto PIE 4.0 further enhances collaboration with other multichannel operations in the business. It is highly scalable and incredibly agile, thereby greatly reducing the time for organisations to respond to market changes. Sonetto PIE 4.0 delivers the following key benefits to retailers:

- Higher revenues through increased conversion rates and basket values
- Reduced costs by eliminating repetitive & duplicated tasks and promoting collaboration
- Stronger customer relationships via consistent messages and improved customer experience
- Greater agility to rapidly respond to competitor actions and market changes

Qusai Sarraf, CEO of IVIS Group said:

"Sonetto PIE 4.0 takes the entire product induction and enrichment process to the next level in terms of rich functionality, performance and usability. Multi-channel retailers can use Sonetto PIE 4.0 to effectively address their multi-channel issues of delivering rich and consistent information to their customers via multiple channels."

About Sonetto Retail

Sonetto Retail is a suite of applications designed to support the information management aspects of multi-channel retail. The applications allow retailers to manage the product induction process, implement price and promotion strategies, send product information to sales and marketing channels and manage the entire product information process.

Using Sonetto Retail, a business can draw in any amount of data in any format from multiple sources including ERP, portals, partners and information providers. The business can then standardise and enrich information. It can create relationship links to allow this information to be easily adapted and published into as many information channels as the business requires. The power comes from Sonetto's robust business rules feature. Although many systems allow the setting of business rules, they are either set from 'on high' into rigid, inflexible diktats - becoming effectively unusable - or they require a technical operator to sit with the business user and program the rules for them.

Sonetto Retail captures business knowledge automatically and 'trains itself' on the rules - creating knowledge that it can then implement. This removes the need for technical involvement and inflexible rules that cannot adapt quickly and easily to the demands of the market.

About IVIS Group

IVIS Group helps organisations reach their customers across all of their information channels. Providing a range of services and products, IVIS Group is the multi-channel expert.

IVIS Group has worked with many companies from a range of industries, each driven by their customers to create value through the better use of information.

For more information on IVIS Group and its solutions, visit www.ivisgroup.com.