

SMARTER CONSUMER GUIDANCE



- INCREASE CONVERSION RATES BY UP TO 70%
- 100% ACCURATE PRODUCT DATA
- MULTI-CHANNEL SEARCH & SELECTION
- COMPLETE BEHAVIOURAL ANALYTICS AND INSIGHT



**BUILT ON AWARD-WINNING TECHNOLOGY THAT DELIVERS
THE PRISMSTAR[®] PATENTED 'WEIGHTED PRIORITY SEARCH'.**

CUSTOMERS INCLUDE:



HELP YOUR CUSTOMERS TO MAKE BETTER, FASTER DECISIONS



ONLINE



MOBILE



INSTORE

The PrismaStar® Selector works with any type of product. Cameras, washing machines, credit cards, shoes - you name it!

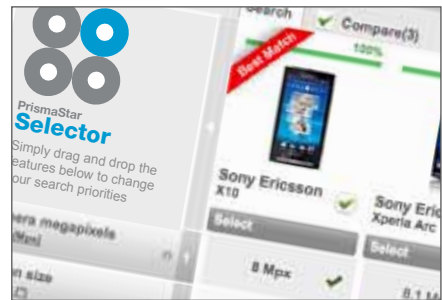
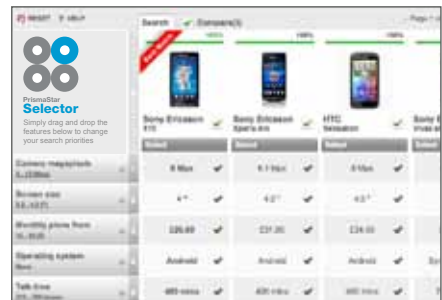
Our patented technology works in the way that real purchasers think. Making a purchasing decision is all about compromise and getting the best possible match across multiple buying criteria. The PrismaStar Selector understands this and has been designed to match these behavioural buying patterns.

PrismaStar Selector can be implemented on any eCommerce site with just two lines of code. We simply import your available products, enhance this information with our own structured data to ensure completeness and accuracy and present your product catalogue in our patented PrismaStar Selector interface.

Let your customers open PrismaStar Selector as your 'Smart Selector' from your website, via touchscreen kiosk in-store and even on their mobile phones. Every customer search is held in the cloud and their search preferences can be recalled by support staff to close the sale. Even see your call centre staff benefit from the PrismaStar Selector as they use it as an internal tool.

PrismaStar is already in use with some of the UK's biggest online retailers, including Vodafone, Jessops and Argos. Our easy-to-use and fully customisable interface has helped our customers increase their conversion rates by up to 70%.

Not only that, but our interface is packed full of all the latest web technology to keep your site ahead of the competition.



Provide your customers with the best available match every time

PrismaStar Selector sorts, it doesn't filter. This means your customer is never going to be faced with an error message saying "no suitable products match your criteria". The PrismaStar Selector will always supply the best nearest possible match and can be configured to suit the purchasing journey for your business.

What makes us different?

Improved eCommerce Performance

Increase conversion rates up 70% and average basket size by 35%.

Structured Product Data

100% complete and accurate.

Quick to Install

Implemented in just two lines of code.

Behavioural Analytics

Discover why your customers buy; not just what they buy.

Wow Factor

Dynamic graphical tools consumers will love to use.

“ This product brings to life a lot of the tools, functionality and interaction that people have discussed... over the last few years. ”

David Walmsley
Director of eCommerce, Dixons Retail

SIMPLE TO IMPLEMENT



How it works

Setting Up PrismaStar® Selector

You provide PrismaStar with a data feed of the products you want to go into the Selector (e.g. XML) - including product specification, pricing and availability data.

PrismaStar processes your feed using its Data Normalisation Application (DNA) system and enhances your data with other meta information about each product.

PrismaStar generates and hosts the Selector, to dynamically pull and sort data from the DNA system to show the best possible product matches for your customer.

Customise the Selector interface to match your current brand and online customer experience. Change the functionality, so you get a Selector that best fits with your site and the way your customers think.

Add the PrismaStar Selector to your website with just two lines of code. HTML or Flash, whatever suits you.

Roll-out PrismaStar Selector to multiple-channels quickly and effectively by taking advantage of our mCommerce and kiosk enabled Selectors.

Using Our Selector

Importantly, any 'Buy' or 'Call To Action' operations link back into your site so you have full control over the purchase and delivery process.

All Selector actions are recorded by the PrismaStar Realtime Performance Metrics (RPM) System, with regular reports available to you through your PrismaStar administration portal.

Our Selector works alongside all major Web Analytics packages (including Coremetrics, WebTrends, SiteCatalyst and Google Analytics) so you can continue getting analytics information on the use of the tool from these sources.

Enterprise Level Performance

PrismaStar Selector is used by multinational corporations and high-street brands.

Rely on our infrastructure and technology to deliver world class service to your customers.

We provide full service support, a 99.99% service uptime guarantee and a 100% product data accuracy.

Power up your eCommerce with PrismaStar® now

We have a simple 5 step process:

1. Scoping

Call us and we'll arrange a time to meet with you to understand your requirements

2. Proposal

You'll be sent a proposal including hi-fi custom mockups of your PrismaStar Selector for you to review and sign-off

3. Integration

We work with your technical team to integrate your data feed in to the PrismaStar Selector

4. Client Acceptance

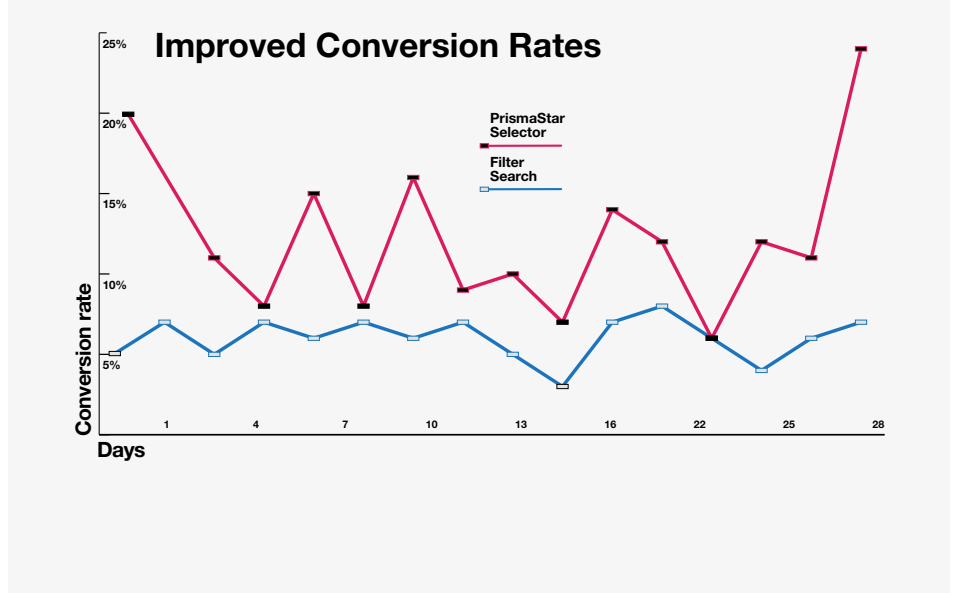
Test your PrismaStar Selector to ensure it meets all your needs and requirements

5. Go Live

Go live and experience the benefits of PrismaStar

The whole process usually takes just a few weeks.

PRISMSTAR[®] IN ACTION



MALL.CZ

Mall.cz is an online retailer serving the Czech Republic, selling everything from consumer electronics to white goods and cosmetics. Mall.cz has experienced phenomenal levels of success with the PrismaStar Selector since deployment in early 2011.

Simple To Integrate

600 categories were integrated in just 12 days to create the first version of the Mall.cz Selector.

"The integration was quick and easy," says Petr Kral of Mall.cz. "We supplied PrismaStar with our data. They provided us with the user interface for our website, and it took less than two weeks from seeing the release candidate to having the Selector running live."

Improved Conversion Rates

The impact PrismaStar had on conversion rates was instant. Mall.cz's Selector showed the average conversion rate over a one month period increasing by over 70%. Frequently, the daily improvement rate was well above 100%.

Standing Out From The Crowd

Mall.cz customised the standard PrismaStar Selector interface to ensure that the Selector's design worked with their current website style and brand. Mall.cz also requested that all search results were displayed in a simple three by four grid. PrismaStar modified the Selector to suit their requirements.

Increased Consumer Confidence To Make The Sale.

Mall.cz have realised the benefits of consumers being enabled 'to compromise' in their product selection on site. Customers are given full and accurate information, drilling down in to the features that matter to them to have perfect knowledge of what they are buying.

Increased Customer Lifetime Value

The PrismaStar Selector increases customer satisfaction by ensuring shoppers find exactly what they're looking for, resulting in fewer returns and more repeat business.

CONTACT PRISMSTAR[®] TO GET YOUR ONLINE CUSTOMERS SELECTING YOUR PRODUCTS IN A SMARTER WAY

