

SOFTWIN
eContent Solutions Division

eCatalogue Services

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Whether you're building an eCommerce site, publishing product catalogues or maintaining a huge database, you need to organize, process and keep the information about your products and services in a structured format.

Standing behind any e-commerce site, an electronic catalog offers powerful product search capabilities, indexing and sorting options, facilitating customer's buying decisions.

SOFTWIN specializes in creating and enriching your e-catalogs in every domain. We help you analyze, sort, customize and update your information to deliver a rich personal experience for every user of your site and / or database.

This way, you will:

- Improve your time-to market
- Keep all your product information in a consistent, structured database
- Provide accurate product information to your customers
- Reduce costs
- Get one single consistent structure for all your data, regardless of volume or existing format
- Keep control over the evolution of your data
- Apply updates directly into the database, instantly and with no further costs
- Add functionality to your content
- Benefit from the possibility of multi-channel distribution of your product presentations: CD-ROM, Internet, databases, etc.

what you get

how you get it

1. Custom taxonomy generation according to industry standards and your specific needs
2. Compiling product classifications from multiple manufacturer catalogues
3. Semi-automated data extraction
4. Data cleansing
5. Data structuring (according to the taxonomy) – database population
6. Updating databases
7. Building BOMs (Bill Of Material) on request
8. Workflow Manager application

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1. Custom taxonomy generation according to industry standards and your specific needs

- A well-defined taxonomy is the basic condition for a properly structured and parameterized database.
- A well-structured database containing the relevant information is the winning factor in the battle for clients.
- The taxonomy is a hierarchical classification system used to organize knowledge. It is based on structuring products by categories and on describing each category-specific attribute. The classification and parameterization result in a dictionary in any format (xml, pdf, etc.)

Softwin's capabilities in defining taxonomies are based on:

- Teams of subject-matter experts
- Expertise in large projects, in different fields (electronics, residential construction, automotive)

2. Compiling product classifications from multiple manufacturer catalogues

The input data have different structures and different formats.

Input formats:

- Printed documents (catalogs, leaflets, product specifications etc.)
- HTML files
- PDF files
- Images
- Databases etc.

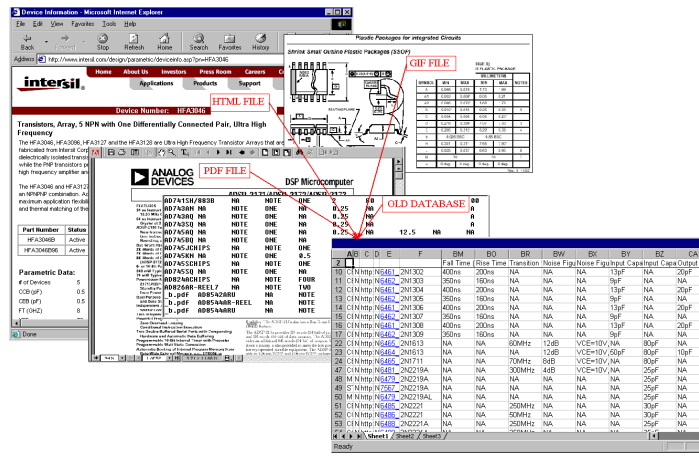
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3. Semi-automated data extraction

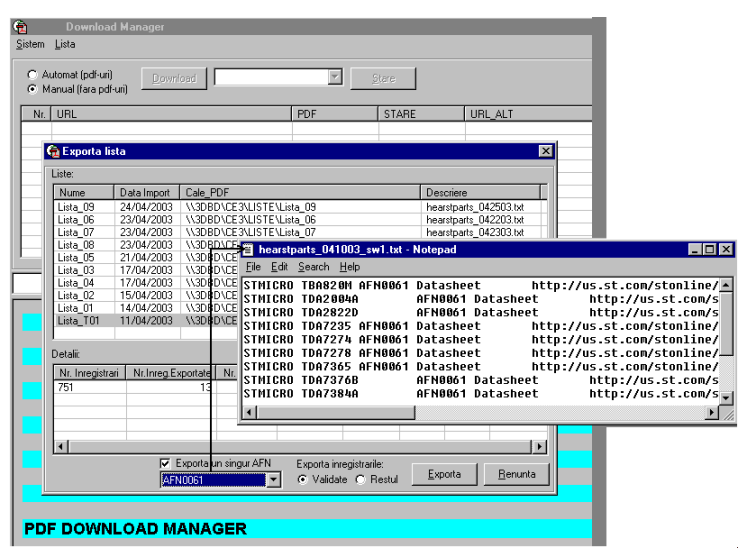
Support tools:



- application for automated download of files from websites

Our application developed in house enables automatically loading the PDFs containing product specifications in the database, followed by the extraction of useful information.

- interface for data acquisition from PDF



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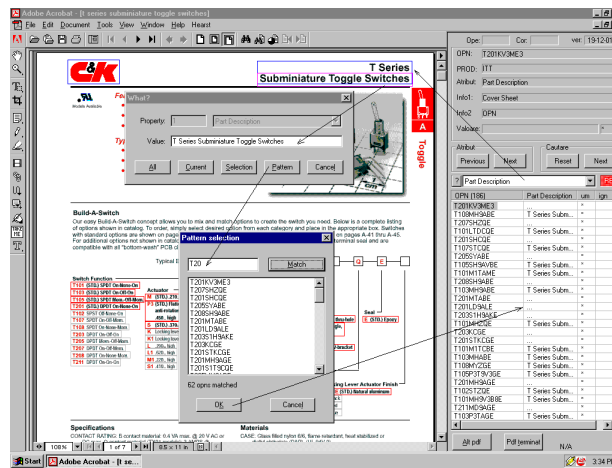
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Features:

- identification of relevant information
- automated completion of fields according to a specific criterion
- automated validation according to data type while completing the fields
- automated text extraction
- marking of the place where data was extracted from
- navigating between marks (enriched PDF)

The application for data acquisition is actually a plug-in for Adobe Acrobat, because a great number of manufacturers use datasheets in PDF format for their products.

The user-friendly interface facilitates the data search, data capture and data completion activities.



This application assures a high accuracy of the values in the database.

- application for tables and text annotation and extraction

The tools for working on PDF files allow text extraction and processing no matter if the source of the content is text or table.

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4. Data cleansing:

Services:

- Providing consistent vocabulary
- Correction of spelling errors
- Normalization of data – the process for converting relations that have problems to ones that don't. It can be used as a guideline for checking the desirability and correctness of the relations

5. Data structuring (according to the taxonomy) – database population:

Data Structuring is the identification, collection, analysis and categorization of voluminous data into a master repository of information. It is most useful for accessing and reviewing unorganised data.

The process involves:

- determination of search criteria to meet relevancy requirements
- identification of potential original source documents
- training, direction and “QC’ing” assistants in the process of reviewing and identifying relevant documents
- collection of relevant documents from various facilities as they are maintained in the business process
- collection of other databases and document collections to be included in the master repository
- analysis and categorization of relevant documents into key classes of information

Output formats:

- SQL database
- XML files
- Excel files
- ASCII files etc.

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6. Updating databases

Services:

- **Content completion**
An existing database can be completed with new parameters.
- **Content update**
A database needs to be periodically updated.
- **Structure update**
A database can be enriched with new product categories.

7. Building BOMs (Bill Of Material) on request

After data has been extracted and loaded in the database, the Workflow Manager application can automatically generate BOM for every product. Based on client's requests, the attributes constituting the BOM and the order of displaying them are established.

| A | E | F | M | S | U | X | AC | AL | BQ | BR | CJ | CO | CP | CQ | |
|---------|--------|-------------|----------|-------|----------|----------|-----------|-------|-----------|-----|---------|-----------------------|---------------------------|-----------------------|----|
| Company | PDF | Part Number | Polarity | V(CE) | IC (MAX) | Pd (MAX) | V(CE) sat | I(FE) | Freq Band | IT | Package | Package Body Material | Package Terminal Position | Package Outline Style | |
| 8 | VISHAY | 74463 | BFR193T | NPN | 12V | 0.06A | 0.42W | 0.1V | 50 | SHF | 6000MHz | SOT 23 | P | D | SO |
| 9 | VISHAY | 74463 | BFR193TW | NPN | 12V | 0.06A | 0.42W | 0.1V | 50 | SHF | 6000MHz | SOT 323 | P | D | SO |
| 10 | VISHAY | 74465 | BFR26T | NPN | 9V | 0.01A | 0.08W | 0.1V | 30 | NA | NA | SOT 23 | P | D | SO |
| 11 | VISHAY | 74465 | BFR26TW | NPN | 9V | 0.01A | 0.08W | 0.1V | 30 | NA | NA | SOT 323 | P | D | SO |
| 12 | VISHAY | 74465 | BFR93 | NPN | 15V | 0.03A | 0.3W | NA | 25 | SHF | 5000MHz | TO 50 | P | R | DB |
| 13 | VISHAY | 74465 | BFR93A | NPN | 15V | 0.03A | 0.3W | NA | 50 | SHF | 6000MHz | TO 50 | P | R | DB |
| 14 | VISHAY | 74465 | BFR92 | NPN | 15V | 0.03A | 0.2W | NA | 25 | NA | NA | SOT 23 | P | D | SO |
| 15 | VISHAY | 74465 | BFR92A | NPN | 15V | 0.03A | 0.2W | NA | 65 | NA | NA | SOT 23 | P | D | SO |
| 16 | VISHAY | 74465 | BFR92AR | NPN | 15V | 0.03A | 0.2W | NA | 65 | NA | NA | SOT 23 | P | D | SO |
| 17 | VISHAY | 74465 | BFR92AW | NPN | 15V | 0.03A | 0.2W | NA | 65 | NA | NA | SOT 323 | P | D | SO |

| 1 | A | B | C | E | F | G | H | I |
|----|-------|---------|---------|---------------------------|--|----------|-------|--------|
| 1 | GRUP | SICOD | PRODUS | BOM | Comments | P0 | P1 | NI |
| 8 | A1120 | BFR93 | NPN-SHF | 3V 30mA 300mW 1GHz TO50 | Transistor NPN 3V 30mA 300mW 1GHz TO50 | 100.0000 | 57.67 | 25.00 |
| 10 | A1120 | BFR90 | NPN-SHF | 15V 30mA 300mW 5GHz TO50 | Transistor NPN-HF 15V 30mA 300mW 5GHz TO50 | 100.0000 | 48.98 | 25.00 |
| 11 | A1120 | BFR90A | NPN-SHF | 15V 30mA 300mW 6GHz TO50 | | 100.0000 | 51.00 | 25.00 |
| 12 | A1120 | BFR91 | NPN-SHF | 12V 50mA 300mW 5GHz TO50 | | 100.0000 | 43.51 | 25.00 |
| 13 | A1120 | BFR91A | NPN-SHF | 12V 50mA 300mW 6GHz TO50 | | 100.0000 | 41.95 | 25.00 |
| 14 | A1120 | BFR96T | NPN-SHF | 15V 75mA 500mW 5GHz TO50 | Transistor IF NPN 15V 35mA 300mW 6GHz TO50 | 100.0000 | 47.66 | 25.00 |
| 15 | A1120 | BFR96TS | NPN-SHF | 15V 100mA 700mW 5GHz TO50 | Transistor IF NPN 15V 35mA 300mW 6GHz TO50 | 100.0000 | 45.91 | 25.00 |
| 16 | A1125 | BFR106 | NPN-SHF | 15V 100mA 700mW 5GHz SOT2 | Transistor NPN-HF 15V 100mA 5GHz SO2 | 100.0000 | 48.89 | 100.00 |

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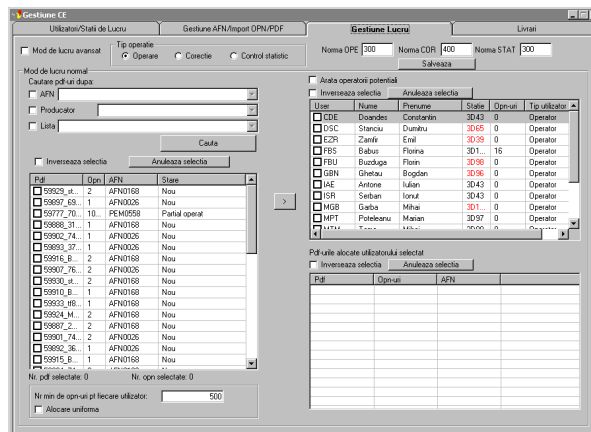
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8. And this is all supervised by our Workflow Manager application:



- online management of files flow between server and workstations
- online reporting of project stage
- distributing tasks to specialized teams
- tracking of tasks fulfillment
- prioritizing of tasks
- automated error reporting
- automated sampling for quality statistic control
- processing of large files volumes
- management of large number of workstations

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our strengths

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- excellent quality of extracted data
- teams of subject-matter experts
- expertise in large projects, in different fields (electronics, residential construction, automotive)
- speed in data extraction
- processing of large data volumes
- transparency of workflow – online reporting, online access to database
- continuous work quality measurement system
- team training according to project requirements

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Founded in 1990, now with a team of over 450 qualified professionals, **SOFTWIN** focuses on providing complex software solutions and high quality services which enable fast growing companies to solve critical business challenges and to take advantage of new business opportunities.

SOFTWIN develops on 4 interlinked business lines: eContent Solutions, Business Intelligence Solutions, CRM Services and Data Security Solutions.

eContent Solutions

Specializing in XML and SGML, we provide services and solutions covering the whole content production and publishing chain. With over 10 years experience and more than 3500 document conversion projects managed so far, **SOFTWIN** plays a major role in the content industry. Two main directions of **eContent Solutions** Division are *eCatalogues* and *Data conversion*.

eCatalogues

SOFTWIN has an extensive experience in electronic catalogues services for various vertical markets: automotive components, residential constructions, electronic circuits.

Data conversion

The *Data conversion* direction offers the following services:

- document conversion inter-formats

We convert your documents from paper or native formats like Quark, MS Word, PDF to XML and SGML-based formats and also proprietary eBook formats used for Internet publications and eBook devices. For this purpose, we have developed software tools that automatically translate the input formats, keeping the original layout of a complex page.

- content updating
- desktop publishing
- image processing
- multimedia

For more details, visit www.econtent-solutions.com

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Business Intelligence Solutions

Through business solutions we assist our clients all the way, from exactly pinpointing their requirements, to providing the maintenance that guarantees their satisfaction.

Following our recent partnership with SAP AG, **SOFTWIN** is ready to deliver state of art customized solutions based on SAP Portals, SAP Business Intelligence, SAP CRM & SAP Financials.

SOFTWIN currently offers Web based applications and tools, mainly in the following areas:

- E-commerce/E-business applications.
- Custom XML application development.

CRM

Our experience includes the design and build-out of international contact centers, business development, connectivity and hardware/software selection. We are currently providing multilingual interactive customer support in several European Languages for companies who outsourced this activity in Romania.

ISO9001 quality system certification guarantees service consistency, through a quality monitoring program, reporting and continuous improvement.

Data Security Solutions

Designed to provide full protection for corporate network and systems, **SOFTWIN's** *BitDefender*[™] solutions are the first to comprise, besides antivirus protection, a Personal Firewall solution featuring cutting-edge technologies like behavior blocking, parental control and privacy management. *BitDefender*[™] security solutions satisfy the protection requirements of today's business environment, enabling management of all complex threats that endanger a network, from a small local area to large multi-server, multi-platform WAN's.

For more details, visit www.softwin.ro

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