



DataPaq Basic

Solution Provider - Line Card – 2007

Service Summary:

DataPaq Basic is a source of consistent and accurate product data that will enable you to power your websites, both internal and external, with IT product specifications and enable functionality such as searching and browsing on various attributes.

Tech Data and CNET Channel provide your company and its customers complete and high descriptions. This service is powered by a combination of Tech Data's Product Catalog information and CNET Channel's Transactive Product Data. DataPaq Basic features a daily update of key data, including product categorization.

As a provider of IT products and services, you will want to tune and control this powerful method for influencing sales to your customers. Through creative use of DataPaq Basic and other Tech Data-provided services such as XML (real-time Price and Availability, Online Order Placement, and Order Status) you will be able to achieve the greatest results and profitability.

Key Features:

- Basic set of data for each product item, including category, manufacturer, part numbers and product title
- Easy to implement import of daily product file from an http site
- Daily full files available for download
- File format: ASCII data, quote delimited, comma separated

Key Benefits:

- Enhance customer relationships and satisfaction by providing uniform product data
- Increase revenue from customers by turning shoppers into buyers
- Reduce support costs of obtaining, normalizing, and managing data
- Service is backed by two leading web commerce providers: Tech Data and CNET Channel

Price: Sponsored by Tech Data, DataPaq Basic is provided as a complementary service to Tech Data customers