

ACTIVANT COVER-TO-COVER



ADVANCED E-CATALOG TECHNOLOGY FOR PARTEXPERT, LASERCAT, AND SHOPCAT USERS

Activant Cover-to-Cover® is a powerful new module that dramatically enhances the power and value of the popular Activant PartExpert®, Activant LaserCat®, and Activant ShopCat® catalog solutions. Cover-to-Cover provides the comprehensiveness of the printed master catalog—including images, specifications, and more—along with versatile eCatalog functionality to help automotive businesses maximize counter efficiency.

The Need for a New Solution

As competitive pressures increase, automotive aftermarket businesses must find new ways to enhance productivity and accuracy and improve customer service. Often, however, counter personnel lack the specific information they need to sell the right part. Part lookups in traditional eCatalogs often yield multiple choices—or no choice at all—forcing counter staff to spend time digging through paper catalogs or buyer's guides to identify which product will meet customer requirements. To save time, counter staff frequently send out multiple parts, driving up return rates and reducing customer satisfaction.

Transforming Counter Efficiency and Productivity

Activant Cover-to-Cover gives counter personnel the information they need to quickly and easily identify and sell the right parts all in one place. Because Cover-to-Cover is fully integrated with their existing catalog, workers can instantly begin utilizing its features without having to learn a new system or leave their point-of-sale. The innovative “C-to-C Part Snapshot” feature allows users to instantly view a wealth of additional data, including product photographs and images, product specifications, OE references, installation instructions, warranty information, material safety data sheets (MSDSs), and much more. The ability to print or e-mail part image information allows counter staff to provide an even greater level of service and get instant clarification from mechanics or service writers on identifying specific parts.

For PartExpert, Cover-to-Cover is available for J-CON®, Activant Ultimate™, and Activant Prism™ business management systems.

BENEFITS

- Helps sell the right part
Immediate access to images, specifications, and manufacturer data within PartExpert, LaserCat, or ShopCat allows staff to quickly and accurately identify parts without leaving the counter
- Reduces research time.
Integration with existing eCatalogs eliminates the need to look through manufacturer Websites or paper resources for research and saves users from having to learn a new system, ensuring fast time-to-benefit
- Improves customer service.
Quickly provide TSBS, installation instructions, specifications, and more increases customer satisfaction and drives up repeat business

KEY BENEFITS FOR DISTRIBUTORS WITH COVER-TO-COVER

Comprehensive Automotive Data

An extensive range of enhanced manufacturer product information enables staff to rapidly identify the right parts first time, every time—without having to leave the counter.

- Multiple views of parts via high resolution product photographs and illustrations allow accurate visual identification of parts
- Manufacturer-provided installation instructions ensure that customers can correctly install the parts they purchase
- TSBs provide the latest information on application issues for more accurate installations
- MSDSs identify safety issues and concerns pertinent to specific parts
- Product specifications, including part dimensions, provide important details to customers and service personnel
- OE references create visibility to verify fitment
- Links to manufacturer Websites make it easy to get additional part information
- Product warranty information allows counter personnel to understand component part return policies

Cohesive, Easy-to-Use Solution

Complete integration of Cover-to-Cover with existing PartExpert*, LaserCat, or ShopCat eCatalogs provides extensive new data and resources within a single, familiar application.

- Eliminates the need for workers to learn a new user interface, allowing rapid adoption with virtually no training time
- C-to-C Part Snapshot function key lets counter personnel quickly toggle back and forth between traditional catalog data and detailed Cover-to-Cover part information
- Once the correct part is selected, the system automatically populates customer invoice at the point-of-sale with accurate pricing and part data—saving the need for manual re-entry



LaserCat/ShopCat Parts Screen

Versatile Functionality for Enhanced Customer Service

Cover-to-Cover enables aftermarket businesses to quickly and effectively improve customer service through a wide range of features and functions.

- Ability to instantly view, print, and e-mail TSBs, images, product specifications, installation instructions, and more allows better customer service and increases repeat business
- Fast, easy accessibility to all known part reference and attribute data at each counter terminal eliminates reliance on cumbersome paper resources
- Product pages allow counter personnel to include customers in the part identification process

* For PartExpert, Cover-to-Cover is available for J-CON, Ultimate, and Prism business management systems.

ABOUT ACTIVANT

Activant, a leading technology provider of business management solutions serving small and medium-sized businesses, offers customers tailored proprietary software, professional services, content, supply chain connectivity and analytics. Activant's systems are designed to help customers increase sales, boost productivity, operate more cost-efficiently, improve inventory turns and enhance trading partner relationships.

To learn more about this or other Activant products and services, please call 800.380.9015.



Activant Solutions Inc. • 7683 Southfront Road • Livermore CA 94551
Phone: 888.448.2636 • E-mail: automotive.marketing@activant.com • www.activant.com

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