

our mission is to bring efficiencies and synergies to the distribution channel. Today there are just too many blind spots and pressure points up and down the supply chain between manufacturers and their channel partners. In IT4profit we have the knowledge and the technology to bring long needed value back into this sector

year
2003

Company profile

IT4Profit

Bringing
You
Visibility,
Velocity
& Value



COMPANY IT4profit is a provider of online B2B software solutions that optimise business processes for enterprises and ease collaboration between partners across the supply chain.

Since foundation in 2000 IT4profit specializes in online B2B solutions development, implementation, support and consulting. IT4profit offers system of software, hardware and telecommunication facilities providing a full range of services on information and technical support of required security, privacy and reliability level. The combination of all these capacities provides comprehensive approach to problems solving and customer satisfaction.

IT4profit is an international company with operations in the USA, UK, Germany, France, Belgium, Cyprus, and with software development done from Moscow and Minsk, that allows provide the customers service and support needed.

Our business consultants and developers have extensive knowledge and experience in the complexities of international IT distribution, Content Management, RosettaNet protocols and Supply Chain e-Business solutions.

**VISION
AND
MISSION** It is our vision to deliver solutions that enable companies to manage sales and purchasing activities in real time, to turn Internet into a strong and lasting competitive advantage for our customers.
Our mission is to deliver visibility, velocity and value to the participants in the distribution channel.

CONTENT CENTRE

"The more content-oriented a site is, the more reason it gives people to buy. Content is one of the main drivers of purchases online..."

"75% of users indicate that strong content is the most important factor in repeat visits to a Web site."

Forrester Research

Today's e-business partners require real-time, dynamic and complex information in order to make commercial decisions. IT4profit Content Centre provides full range of Content Management services for e-commerce projects. We offer different options and levels of support according to customer specific needs, e.g. number of items, information richness and update rate required, and to the technical features of your web resources.

IT4profit Product Content gives customers enough information to support purchasing decision, increase loyalty and, as a result, drives purchases online. It includes product technical, marketing, logistic and warranty information, low- and high- resolution images, links to additional information and datasheets.

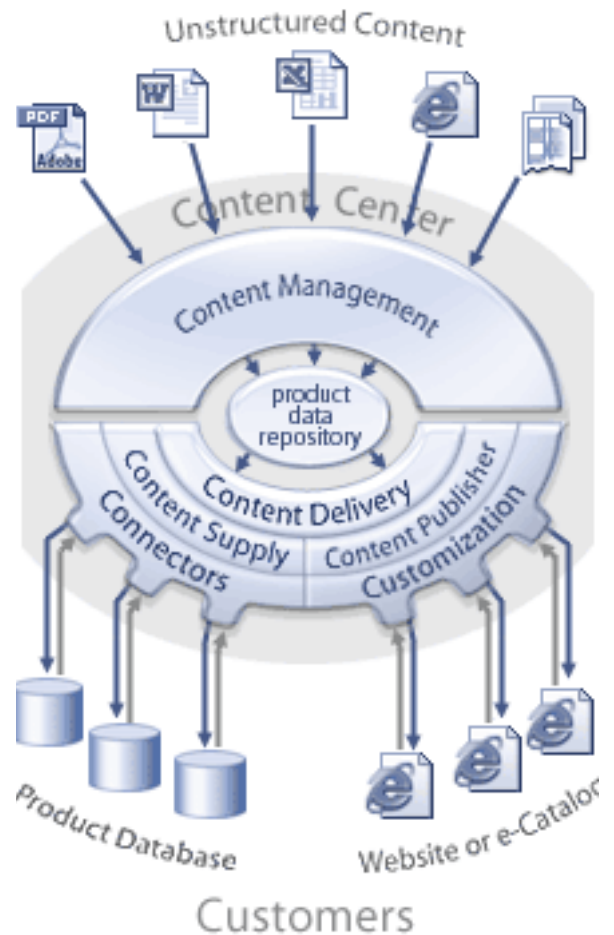
Ways of Content Delivery

Content Supply. Product information can be delivered directly from Product Data Repository to your product information database in HTML, XML, TXT, CSV formats via HTTPS, HTTP, FTP, SMTP protocols.

Content Publisher. Product information can be delivered as ready HTML product cards directly to your own websites in real time mode. You have the ability to customise each product card with your logo and colours of your web site.

We provide our content in any format and of any completeness, e.g. all types of descriptions, or only technical and logistic specs., or marketing and technical information, etc.

Sources of Information



CONNECTIVITY CENTRE

"In today's competitive environment, it's not sufficient to have isolated solutions that are unable to communicate with one another."

IDC

"RosettaNet is evolving into a mainstream standard that will become widely accessible to all businesses in the high-tech sector."

Charles Goodwin,
Director of Intel's
Private E-Market Office

To realize the full benefits of e-commerce, enterprises must automate and web-enable all commerce processes with their trading partners. With the business community growth, increases the complexity of managing the dynamic business relations. IT4profit connectors provide rapid connectivity for the supply and demand chain solutions.

In order to provide connectivity and universality, IT4profit gives focus attention on compliancy of all solutions with recognized technology standards such as XML and RosettaNet to preserve our customers previous and future investments. IT4profit supports a proven and highly cost effective RosettaNet Connectivity Centre for distributors and manufacturers to achieve RosettaNet compliance and competence. We offer Track and Trace for all orders to Suppliers/Manufacturers which can connect to the distributors ERP system resources.

PARTNERS

RosettaNet www.rosettanel.org a consortium of major Information Technology, Electronic Components and Semiconductor Manufacturing companies working to create and implement industry-wide, open e-business process standards. These standards form a common e-business language, aligning processes between supply chain partners on a global basis.

UUNET www.uunet.com a global leader in Internet communications solutions offering a comprehensive range of Internet services to business customers in North America, South America, Europe and Asia Pacific. Providing Web hosting, remote access and other value-added services, it offers service to more than 70,000 businesses.

IBM www.ibm.com International Business Machines Corporation (IBM) strives to lead in the creation, development and manufacture of the industry's most advanced information technologies, including computer systems, software, networking systems, storage devices and microelectronics.

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