

# Your Catalog Is A Critical Business Asset.

Shouldn't You Be In Control Of It?



Catalogs are expected to be kept current with the latest standards and compliant to the unique requirements of your channel partners.

The road to meeting these expectations can be filled with potholes and wrong turns. As partners, we can work together to avoid the known obstacles and reach your destination as quickly and smoothly as possible.



## EMPOWER

Our partners maintain complete control and ownership of their data, from the point of authoring to distribution.

We do not 'nickel and dime' our partners with fees for running reports, put governors in place between them and their data, or attempt to inject ourselves into channel partner relationships. If anyone needs help, we are there, but because we offer a web-based software as a service solution, our partners have complete access to their business asset whenever and wherever they need it.

## What We Do

### Provide A Bridge

Sellers worldwide understand the need to provide valid ACES and PIES data, but don't have the resources or bandwidth to properly maintain this critical business asset and keep up with the different requirements of their receivers. We work to give our partners a consistent and clear path to meeting the changing requirements of our industry.

### Simplify The Complexity

The standards that drive our market (ACES/ PIES/ NAPA Parts PRO) change on a regular basis. The knowledge bases that power those standards change on an even more frequent basis. Evokat Premier provides a consistent approach to authoring that keeps Content Managers focused on being productive, without getting lost among all the technical requirements that must be met to communicate data properly.

## Why We Are Different

### Service

We are more than the "programmer and a sales guy" model that is so prevalent in our industry. We don't sell you a solution and wish you well. We work with our partners to address their immediate needs, to educate them on the standards, and to plan how to meet future challenges.

### Respect

We recognize and respect that your catalog is not only a critical business asset, but it's YOUR business asset. Just because the data is housed in our servers and viewed through our interface, it does not change the fact that you own your data and should have unfiltered access to it. Also, in accordance with your catalog being YOUR asset, we will never sell, redistribute, or leverage your data for other client's needs.

## Who We Serve

### Data Authors & Receivers

Illumaware provides services for all kinds of users. From product manufacturers, to importers, to distributors, the Evokat Premier solution provides value at each stage of the distribution process. Manufacturers use Evokat Premier to author product and application data directly, while distributors use Evokat Premier as an aggregation point for fitment data provided by their suppliers. Access to the VCDB, and visibility into user supplied VIO or Motor Information Systems OE data, can provide value beyond basic data authoring.

### Standards Served

Our extensive report library can generate reports in any layout necessary, and when the next new demand comes along, just ask and we can add it. Multiple flavors of PIES XML, ACES XML, Buyers Guides, NAPA reports, and more are available on demand, 24x7.

## How We Achieve Joint Success

### Playing Our Role

We know technology; you know your product. We have built a solution that gives you the flexibility to author your catalog in a way that fits your products the best. We don't know your fitment, but we can translate your data into multiple formats to meet the ever-changing needs of the industry.

### Currency

Evokat Premier is kept up to date with the latest releases of the VCDB and PCDB, meaning that your catalog will always be current. Monthly validations against the standards highlight changes to the standard that affect your coverage, and we provide an efficient way to review and respond to those changes to ensure continued coverage.

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