

iCat ELECTRONIC COMMERCE

Suite 3.0

FACTS AND FEATURES

Expand your business with Internet and intranet catalogs built with iCat Electronic Commerce Suite™, the most complete, powerful, and flexible solution on the market. From start to finish, this software provides all the capabilities for creating, managing, and delivering sophisticated Web catalogs complete with secure transaction processing.

iCat Electronic Commerce Suite is available in two editions. Web developers and sophisticated merchants will want the extra power and extensibility in the Professional Edition. The Standard Edition is for merchants and businesses who want to create catalogs as quickly as possible, using predefined layouts.

Both editions of the Suite use iCat Carbo™ technology to dynamically deliver intelligent, database-driven Web pages. This significantly extends the capabilities of your Web server, so you can integrate the Suite with your existing technology infrastructure. Personalize the shopping experience for users, and enhance your catalogs with complex functions, such as cross-selling, up-selling, and variable pricing.

Whether you market to consumers or businesses, you can provide advanced shopper and merchandising features. Search and index options help users quickly locate the products and information they need. A shopping cart makes it easy to purchase products directly from your Web site. You can track users, use integrated shipping and tax software, plus put items on sale.

Leading companies around the world choose iCat Electronic Commerce Suite as the ultimate solution to reach new customers, reduce the cost of sales, engage existing customers, extend marketing efforts, and gain significant new revenues.

PROFESSIONAL
AND
STANDARD
EDITIONS



*Everything you need
to develop sophisticated
Internet catalogs
and process secure
transactions.*



Which Edition is right for you?

Components	Standard Edition	Professional Edition
iCat Commerce Publisher	Complete database system for creating and managing Internet catalogs.	Complete database system for creating and managing Internet catalogs. Support for multi-user client/server in Data Entry Manager.
iCat Layout Templates and Template Interfaces	Dozens of predefined layout templates and user interface graphics allow hundreds of design combinations.	Dozens of predefined layout templates and user interface graphics allow hundreds of design combinations.
iCat Template Plug-ins	Support for shopper conveniences (such as search, index, registration, shopping cart, and merchant information) and merchant promotions (such as sale pricing and featured products).	Support for shopper conveniences (such as search, index, registration, shopping cart, and merchant information) and merchant promotions (such as sale pricing and featured products). Pro plug-ins add advanced index, search, user tracking, sale pricing, member discounts, and more.
iCat Carbo Editor	Not Included.	New visual command editor supports customizing predefined layout templates and creating new templates and plug-ins. Includes syntax checker to check any HTML pages and ICL wizard to create new commands.
iCat Carbo Server	Support for Windows 95, Windows NT, and Macintosh.	Support for Windows 95, Windows NT, and Macintosh. Additional support for UNIX platform servers including Sun Solaris, SGI Irix (and, in the future, HP-UX, Linux, BSDI, and more).
iCat Carbo Server Plug-ins	Database Pack	Includes Sybase SQL Anywhere plus connectivity with many popular Windows ODBC databases including Access, FoxPro, and Paradox.
	Performance Pack	Not Included.
	Extensibility P ack	Not Included.
	Payment Pack	Integrated support for secure payment transactions and processing from CyberCash, CheckFree, and First Virtual Holdings. Additional support for secure payment transactions and processing using Open Market OM-SecureLink (and, in the future, SET and other systems).
Sugg. Retail Price	\$3495	\$9995

System Requirements

iCat Commerce Publisher

- Any Windows 95- or Windows NT-based PC with a 486 or Pentium processor, or any Power Macintosh computer
- 16MB RAM, (24MB RAM recommended) and 50MB free hard disk space

iCat Carbo Server

- Any standard Web server with a Windows 95, Windows NT, Sun Solaris*, SGI Irix*, or Macintosh operation system
- 16MB RAM, (24MB RAM recommended) and 2MB free hard disk space

*Note: Support for UNIX platforms is available in the Professional Edition only

Development and hosting services

If you're looking for outside resources and expertise to build and/or host your electronic catalogs, iCat Business Partners are ready to meet all of your electronic commerce needs.

iCat Commerce Partners (iCPs) include Web developers, interactive marketing agencies, traditional printers, and VARs who can help you create your catalog and get it up and running.

iCat Internet Service Providers (i2SPs) offer Web catalog hosting services. Their dependable 7x24 support saves you the cost and effort of maintaining your own Web server, and you get the convenience of managing catalogs remotely.

The companies in this nationwide network are carefully selected and thoroughly trained on iCat products and technologies. For a complete list of partners, visit the Partner Directory at our Web site (www.icat.com). Developers or service providers who are interested in joining the program may contact iCat Sales at 888 533 8800 or email moreinfo@icat.com.

Technical support

iCat offers superior technical support with experienced technicians. Your purchase of iCat Electronic Commerce Suite includes free support for 90 days (Professional Edition) or 30 days (Standard Edition) from your first call. Also available are annual subscription plans for preferred support. To inquire about these plans, please call iCat Sales at 888 533 8800.

iCat Corporation
1420 Fifth Avenue, Suite 1800
Seattle, Washington 98101
206 505 8800
www.icat.com

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For more information on iCat Business Partners and iCat products, call 888 533 8800.

- **One-click catalog publishing**
Publish and preview finished catalogs with just a click of the mouse. Catalogs can be previewed on any desktop computer even without an Internet server. Publishing a finished catalog automatically transfers all necessary files to your Internet server, including all graphics and database information. For a live database, use the included Sybase SQL-Anywhere database or the ODBC-compliant database of your choice.
- **Ongoing sales administration and transaction processing**
Receive, process, and track orders electronically 24 hours a day, and manage catalogs, product information, customers, promotions, and sales information remotely from any Internet browser.

Powerful architecture

Enhance performance and customize features using extensible Carbo technology.

- **Versatile iCat Carbo Command Language (ICL)**
Create and edit layout templates and plug-ins using a powerful command language that supports full ODBC database access, conditional operators (**if/then/else** and **while**), arithmetic expressions, user-defined variables, and much more.

- **Helpful ICL development tools**
Use iCat Carbo Editor to modify or create layout templates and template plug-ins. This editor verifies the ICL commands in any HTML files with a handy syntax checker. It also helps you to easily create valid ICL statements using a command wizard that provides a simple, step-by-step process.
- **Optimized performance on Windows and UNIX Web servers**
Get excellent performance running iCat Carbo Server on your Web server. iCat Carbo Server supports ISAPI and NSAPI for 32-bit Windows platforms, NSAPI for UNIX platforms, and the standard CGI interface for both platforms.
- **Extensible architecture**
Create custom commands and template and server plug-ins using Carbo technology. With the new Carbo API, you can extend the iCat Carbo Command Language and add functionality to your iCat Carbo Server via DLLs or shared libraries.
- **Support for rich HTML formats**
Incorporate the latest HTML and multimedia technologies into your catalogs, including Java, ActiveX, ShockWave, and RealAudio.

Maximum flexibility

Work with your hardware and software of choice.

- **Platform-independent**
Host finished catalogs on Web servers running Windows 95, Windows NT, and Macintosh operating systems or on UNIX systems, such as Sun Solaris and SGI Irix.
- **Web server and browser-independent**
Deliver catalogs using any Internet server software running on a supported platform. Shoppers can view catalogs from any popular HTML browser.
- **ODBC database-independent**
Dynamically deliver catalogs using the Sybase SQL Anywhere database included or any other popular ODBC database by using the drivers provided for Windows 95, Windows NT, UNIX, and Macintosh platforms.
- **Integrated secure transaction processing**
Get built-in support for secure online processing from leading vendors, including First Virtual, CyberCash, Open Market, and CheckFree. Or, if your Internet server supports an SSL encryption method, you may choose it as your security solution.
- **Customizable tax, shipping, and payment options**
Take advantage of the integrated tax, shipping, and payment form options, or add new methods. The trial edition of TaxWare software included provides more advanced tax calculation capabilities.

Create the best catalogs on the Web using these integrated components

iCat Commerce Publisher™

Innovative software to create and manage Internet and intranet catalogs. Use iCat Commerce Publisher to collect product information and organize it into a database, select a layout and features for your catalog, publish and preview finished catalogs, and administer electronic orders and customer promotions.

iCat Layout Templates and Template Plug-ins

A versatile set of ready-to-use page designs makes it easy to define your catalog's look and behavior. Add iCat Template Plug-ins for rich shopping and merchandising features, including indexing, searching, a shopping cart, user registration, user tracking, and sales management. These predefined templates and plug-ins use the iCat Carbo Command Language (ICL) to dramatically extend the capabilities of your Web pages.

iCat Carbo Server and Server Plug-ins

Deliver dynamic, intelligent Web pages and extend the power of your Web server using iCat Carbo Server. This robust application merges the layout templates and plug-ins you've selected with information from the product database (Sybase SQL Anywhere database included or the ODBC database of your choice). As a result, your catalogs can be richer and more up-to-date than ever before possible. iCat Carbo Server Plug-ins provide access to third-party programs and offer performance enhancements, additional database connectivity, and extensibility using the Carbo API.

iCat Carbo Editor

Customize the predefined iCat Layout Templates and iCat Template Plug-ins, or create new ones. iCat Carbo Editor includes a command wizard that provides a step-by-step process for creating valid ICL statements, plus a syntax checker to verify ICL files.

Some components and features are available only in the Professional Edition. Please see the table on the back page for details.

iCat Electronic Commerce Suite is the most complete, powerful, and flexible software for developing Internet catalogs and conducting secure transactions.

Complete solution

The iCat Suite is the only software to provide tools for every step in the process.

- **Database for organizing product information**
Create a database of your products by entering or importing information using the database software provided. You can include an unlimited number of products and add support materials in a wide range of file formats, plus organize information into unlimited catalog sections.
- **Ready-to-use templates, shopper conveniences, and merchandising features**
Choose an attractive layout and design from a variety of predefined iCat Layout Templates, and add iCat Template Plug-ins for shopper conveniences and merchandising features. You can even customize the predefined templates or create new ones using iCat Carbo Editor.

