

Platinum, the internet and e-commerce

The advent of the internet has had a huge impact on the vehicle trades. With many consumers now turning to the internet to find their next used vehicle purchase, and their closest shops many dealers are finding they are losing vital business because they don't have an effective website. As a window on the world, your website can promote your company potentially globally 24 hours a day, 7 days a week, 365 days a year.

Here at Catalyst, we recognise the need for a cost effective internet presence which require the least amount of maintenance. Websites created by us can be integrated with our Platinum Stock and Order Processing module, keeping your website up to date with your latest stock lists, prices and pictures, removing the need for ongoing and often expensive maintenance work. When you compare the cost of advertising your complete vehicle stock list in the press against the cost advertising it on-line and you'll soon see the benefits to you business.

Every customer, whether large or small benefits from a dedicated, personal service with 1 on 1 contact with your web designer who will be pleased to offer you a free consultation or an appraisal of your existing website. Whatever level your business is at, whether you trade locally, regional or nationally, Catalyst can tailor a website solution for you.



Entry Level

Our entry level services are intended for those people who wish simply to obtain their choice of domain before it gets snapped up, or those who do not yet have a clear idea of how they wish to exploit the Internet to further their business. A typical solution would include:-

- **Email Forwarding.**

This means that any email sent to anyone "@@" your domain will be forwarded to an email address of your choice.

- **Web Forwarding**

If you have a web page already, we can arrange for anyone typing in www.yourdomain.co.uk to go automatically, and invisibly, to your an existing web page, if you have one.

- **Basic Website**

This would typically, although not exclusively, be a couple of pages on the internet, explaining a little about you company and with contact details and directions to you shop. Although a relatively basic website, do not assume this to mean unprofessional, we take the same approach and pride in our work with all our customers.

Advanced Options

The options for those willing to take a bigger plunge into the world of the internet and e-commerce are almost limitless. Typical solutions might include:-

- **E-Commerce**

Join the internet revolution with a full on-line shop and sell your products to the world. Using Platinum as the driving force behind your website and save hours of duplicating Data Entry, Platinum can be used to maintain your online product catalogue, customer accounts and even orders can be downloaded into Platinum to be processed like any other. Alternative options include using one of the many off the shelf software packages which we can source and supply.

- **Content Management**

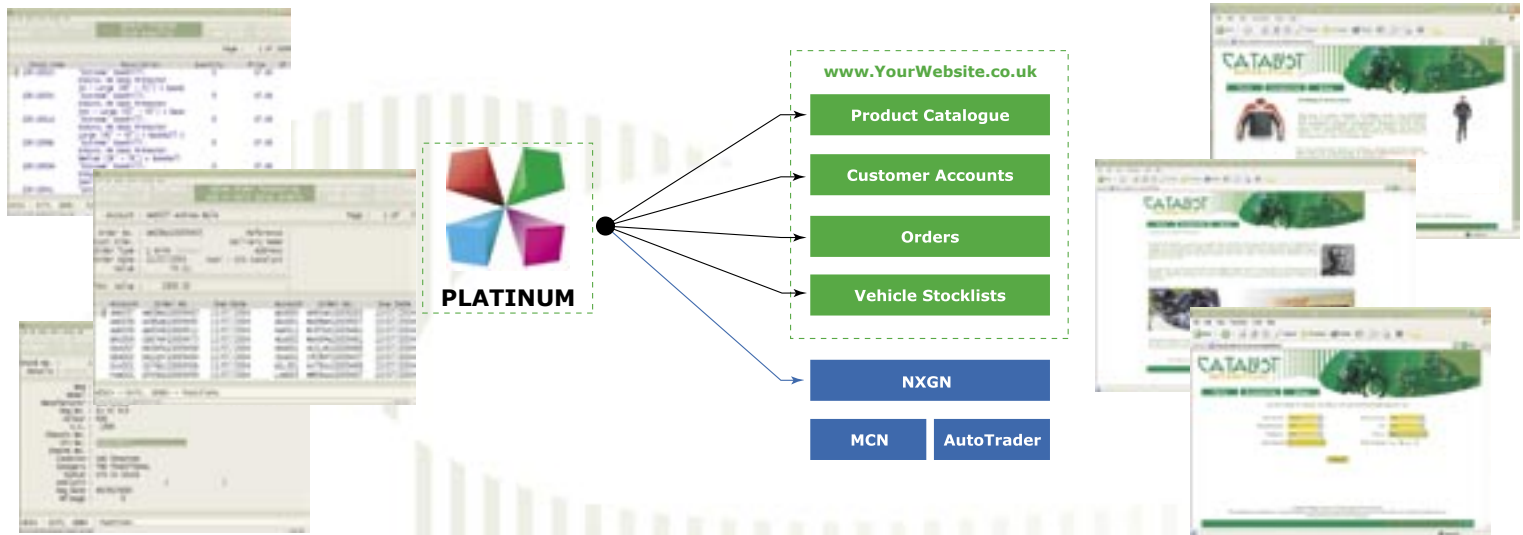
Content Management Systems, CMS for short, allows you update the website through a simple to use on-line interface. The benefit to you is that it removes the need for any ongoing expense when you want to change just a few lines of text.

- **Email Marketing**

Build up a database of customers and keep them coming back for more with regular mailshots from your store.

- **Other Ideas**

On-line Auctions, become the next eBay. Forums, build an on-line community around your shop. News Pages, let customers know what you're up to. Race News, does your shop run Race Bikes, then let people know how they're doing.



Platinum And Third Party Sales Web Sites

There are many commercial websites offering space for dealers to advertise their wares. Not a bad idea but even better if you can automatically ensure that your data appearing up there is always up to date. EZ.web, from NXGN, is a unique solution for the motorcycle industry. EZ.web is the only solution that is sanctioned by motorcycle manufacturers and media groups alike.

Flexible and expandable EZ.web integrates seamlessly to Platinum. This exciting partnership enables you the dealer to upload used bike stock details online to create effective, eye catching advertising on your own website as well as the most popular motorcycle sites. EZ.web provides the dealership with: -

- At least one professionally designed website.
- Integration with Platinum
- The ability to advertise used bike stock to the widest relevant audience
- Individual sales particulars for display or printing including 3 pictures.
- Expandable to include further franchises and media suppliers
- Website content management.

Amongst the benefits that dealer can expect to reap from this partnership are: -

- A cost effective and professional web presence
- Advertisements that reach a massive audience, getting you more enquiries
- Sales particulars for advertisements are extracted automatically from Platinum.
- You control the bike stock as well as the web site.
- Support from your franchise suppliers.