



Pictured with Nimans' Web Developer Phil Whittaker (seated) are Richard Carter, Sales Director (left) and Paul Huxley, Marketing Manager.

E-CAT From Nimans

According to Nimans it's what dealers have been waiting for – their own branded on-line catalogue that's maintenance free, totally flexible and realistic in price. Nimans' e-cat solution gives dealers everything they want from an on-line catalogue tailored to carry their company designs incorporating logos, colour schemes and details.

"We don't view e-cat as just a service", says Richard Carter, Nimans' Sales Director, "we want to form partnerships with e-cat customers and make the on-line catalogues work by helping dealers drive business to their sites. So in addition to the free personalised mailers we'll be giving e-cat customers new offers and opportunities to help them market their sites. At £599 set-up and first year subscription we know what great value this is – particularly as the second year subscription drops to £399."

E-cat is as simple or complex as dealers want to make it. If they want to take the easy route they don't have to do anything once the site has been set up for them and they have customised it from simple menu driven options. They immediately have the credibility of their own highly sophisticated easy-search product catalogue complete with pictures, descriptions, and prices that is automatically updated with any changes from Nimans' central database. Customers order from it by email which dealers then send on to Nimans to place an order. Dealers who want to be more involved with e-cat can increase or reduce prices by a percentage across the board - product-by-product or range-by-range. They can also decide which products they don't want and remove accordingly, and they can even add products to the site that are not stocked by Nimans.

Dealers can check out a customer's view of e-cat with Nimans demonstration site customised for a dummy dealer company Comms Ltd. at www.comms-ltd.net.

Side lines

▶ Energis Contract

Energis has won a multi-million pound five year contract with Royal & SunAlliance to supply all UK data, telephony and call centre services to the insurance group. Royal & SunAlliance expects to achieve significant cost savings over the next five years as a result of the agreement. Energis will provide a data networking solution that will link all Royal & SunAlliance's UK sites and businesses, including MORE TH>N, insurance brokers and remote workers onto one secure network.

First Keyless IP Phone

SpliceCom has released what they claim to be the first 'keyless' IP Telephone – the Proactive Communication Station (PCS) 400.

The PCS 400 combines hands-free, business telephony, with a large (640x480 pixels), high quality, full colour, touch screen. The context sensitive screen allows traditional telephony operations such as dialling, operators console, busy lamp field/direct station select, voice mail access, directories, etc., to be displayed as context sensitive pages which change automatically as the call progresses. Support for Microsoft's Internet Explorer allows any Web or Intranet based resource to be viewed directly, in HTML format, on the PCS 400 screen, whilst Microsoft Media Player provides video playback and media streaming.

SpliceCom say that until now the screens provided on IP Phones have not been large enough, or delivered sufficient resolution, to display anything more useable than text based information. So it's through the delivery and control of Web based information to the desktop via a 'PC quality' screen that the PCS 400 provides a real breakthrough in converged communications. IT Managers can use the PCS 400 to determine what information is presented to each employee's desktop - and when. The integration of this 'push' technology within a telephone system will allow companies to liberate existing IT investment, which may well have been underutilised until now.

"As well as being a first class business telephone, the PCS 400 allows simple integration with any HTML application, be it web or intranet based," says Robin Hayman, Product Management Director at SpliceCom. "There's no need for specialist XML skills, which allows standard database access tools to be used. All this adds up to the true business

benefits of voice, data and even video convergence being brought within the reach of many organisations for the first time."

"The great beauty of the PCS 400 is that, from a deployment and integration perspective, not only does it make life significantly easier and eliminate all the inherent problems of traditional Computer Telephony Integration, the only limiting factor for resellers and IT Managers alike is their imagination," concludes Hayman.

Bringing Convergence to the desktop - SpliceCom PCS 400

