



DataPaq Premium

Solution Provider - Line Card – 2007

Service Summary:

DataPaq Premium is a source of consistent and accurate product data that will enable you to power your websites, both internal and external, with detailed IT product specifications and catalog images and enable functionality such as searching and browsing on various attributes.

Tech Data and CNET Channel provide your company and its customers complete and high quality web-ready product images and descriptions. This service is powered by a combination of Tech Data's Product Catalog information and CNET Channel's Transactive Product Data. DataPaq Premium features a daily update of key data including product categorization and images.

As a provider of IT products and services, you will want to tune and control this powerful method for influencing sales to your customers. Through creative use of DataPaq Premium and other Tech Data-provided services such as XML (real-time Price and Availability, Online Order Placement, and Order Status) you will be able to achieve the greatest results and profitability.

Key Features:

- Comprehensive set of data for each product item, including image, Standard Description and Marketing Description.
- Easy to implement import of daily product file from an http site
- Daily full files available for download
- File format: ASCII data, quote delimited, comma separated
- Main and Extended Specifications
- Product localization including country kits and languages

Key Benefits:

- Enhance customer relationships and satisfaction by providing uniform, comprehensive product data for a variety of markets
- Increase revenue from customers by turning shoppers into buyers
- Reduce support costs of obtaining, normalizing, and managing data
- Service is backed by two leading web commerce providers: Tech Data and CNET Channel

For more information or to register:

- **Toll-free: +1-877-276-5560**
- **Email: datapaq@cnetchannel.com**

Price: \$25,000.00 (US) per year