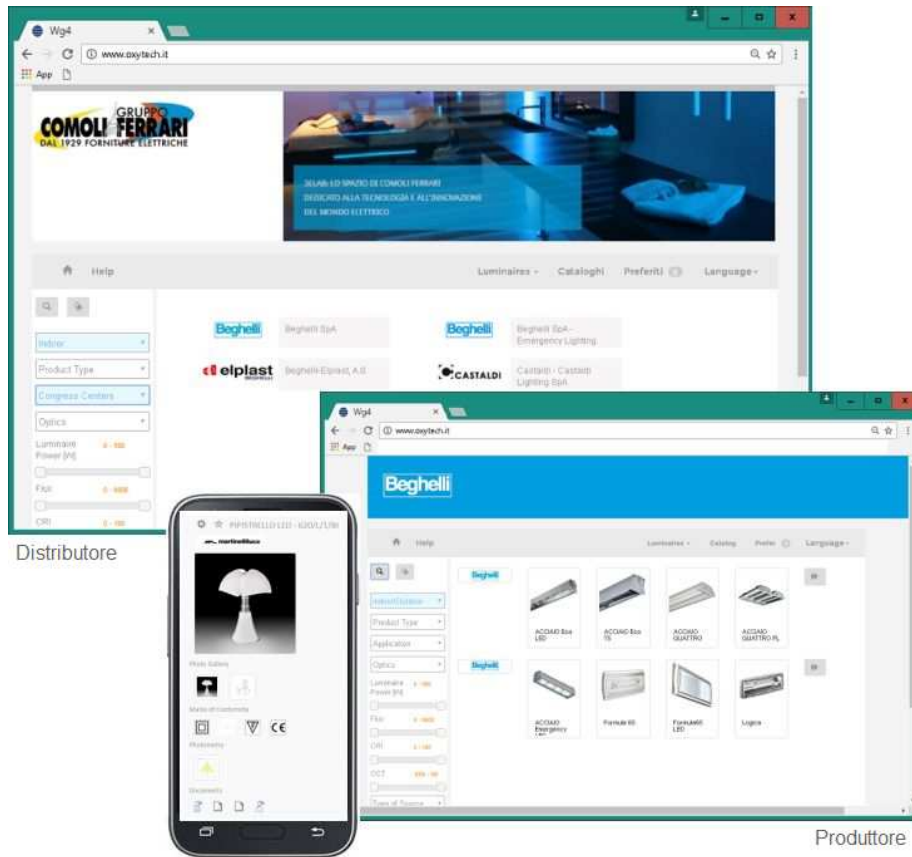


OxyTech. LEDs minute by minute



The different approaches to software Wg4, with the distributor, manufacturer and smartphone interfaces (courtesy photo: OxyTech)

Keeping pace with lighting news is an arduous challenge. Software specially designed to meet the seller's needs will help navigate the mare magnum of products and solutions.

An LED-based product can be considered as “new” within ten months after its release at the most. In such a short period of time, the necessary information to make it known to the market is not always available. “Many manufacturing companies prepare paper and web catalogs and deliver them to the distributors, allowing them to find the information they need. It is an obsolete approach, since the evolution of lighting requires the dynamic circulation of information so that it is always updated and fully available”, points out **Stefano Borsani** when talking of the grounds that led OxyTech to the development of Wg4, software that conveys in real time all the information the distributor needs on just launched lighting products.

So, what needs does this new application meet?

For each manufacturer, distributors normally select the products they consider suitable to their business strategies. But when making an offer to a customer, they often find themselves showing a catalog which includes products that they don't actually supply. For this reason, some distributors create their own paper or web catalogs but this is a daunting task: by the time all the information has been gathered and input, many products are already superseded. With Wg4 you automatically obtain permanently updated information to be organized according to your needs: the most interesting products, products in stock, over-the-counter products, products for the professional department, products for agents, and so on and so forth. In this way, it is possible to create web catalogs tailored to your actual needs.



Stefano Borsani, Sales manager OxyTech
“Many manufacturing companies prepare paper and web catalogs and deliver them to the distributors, allowing them to find the information they need. It is an obsolete approach, since the evolution of lighting requires the dynamic circulation of information so that they are always updated and fully available”

Can a distributor access product information for all managed brands?

Yes, they can consult the information provided by the manufacturers who have already joined the platform and manage it according to the different functions that vary depending on the type of subscription: free or on payment. In addition, you can manually enter product information that is not yet integrated into the database.

Once all the manufacturers have joined, will updates take place automatically?

The manual input of data raises the risk that the products become obsolete in a short time, as they continue to be supplied by the manufacturers according to their own timing. This is why we are talking to the different manufacturers to define protocols that allow real-time sharing of the data. Credit is due to Beghelli for having helped in the tune up of the system, which many other manufacturers are joining.

Is Wg4 integrating with management software?

Not for the time being. It will be possible in the future through applications that receive the data supplied by the manufacturers and connect in real time with the distributor's management software. At the moment, the priority is to ensure that the data flow is homogeneous.

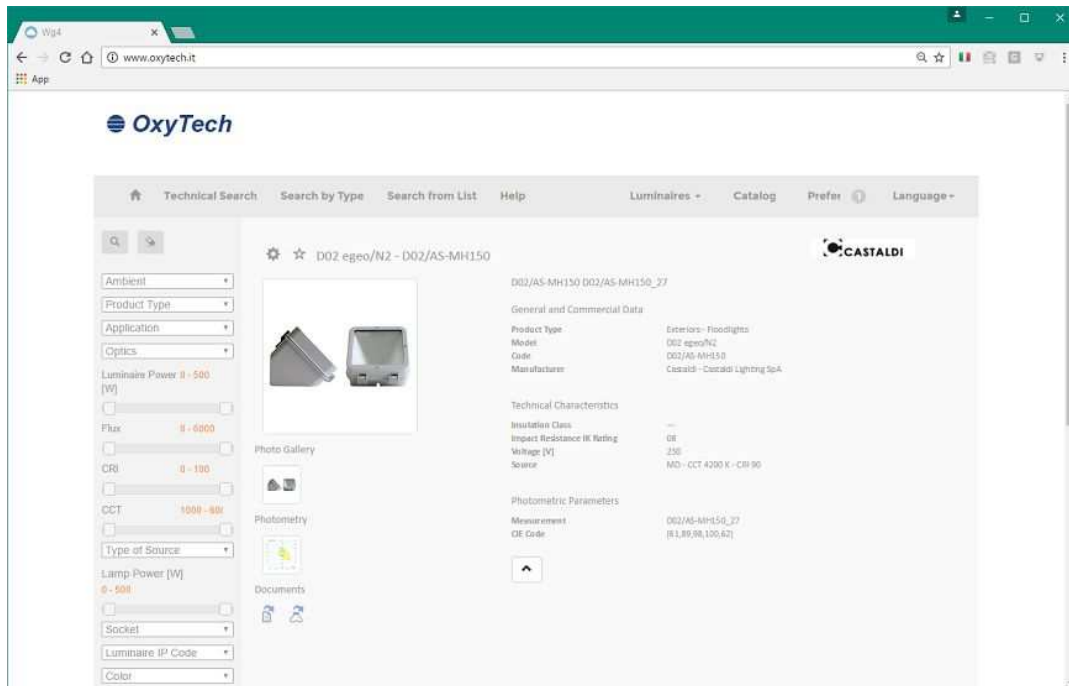
In practice, does it aim to avoid misunderstandings between products that are equal but denominated differently?

Exactly. The same type of product manufactured by two different companies often has non-comparable descriptions or even different names depending on the destination countries. Hence the need to standardize terminology in such a way that the system doesn't allow a single term per each country. This topic is being discussed at UNI and is closely related to another hot topic, the BIM. All this will revolutionize the way of working of the whole chain. We are experiencing something similar in the development project of a database for the Public Administration, where manufacturers will be able to enter product information according to the same logic, greatly facilitating the consultation by interested parties.

Can the distributor view the latest news/new products through the software, regardless of the brand?

Of course. If you want to know the products that have been launched in the last ten days, you can very well obtain a complete overview right away. This could not be done by consulting paper catalogs and mailing lists.

(Stefano Troilo)



Software Wg4. Screenshot of a product datasheet (courtesy photo: OxyTech)

What is a WebCatalog 4 (WG4)?: a description

The WebCatalog 4 (Wg4) is the new OxyTech Web System for product information management, unique in its kind, which solves a problem exacerbated by the arrival of the LED sources and the fast turnover of their codes: the scarcity of updated product data. Innovation is based on overcoming the concept that support (paper or web) is closely related to information: just think of paper catalogs, a key communication tool for decades between producers and the market, where paper and information were inextricably linked. The same applies to the manufacturers' web sites, intrinsically linked to product information database. Wg4 projects product information into a flexible dimension and in tune with modern society: information which is no longer closely linked to support, but to many web media with different configurations based on different needs. In practice, the database containing all the information resides on a ServerWeb, which may also be the company's. Whoever views it can also manage and package them to their needs. This saves time, improves the offer and guarantees the manufacturer that the market will always use updated and controlled data.

ON THE FIELD EXPERIENCE

Distributors who have tested WebCatalog 4 have provided with significant feedback.

1. If a customer, be it professional or private, asks for information on a particular type of lamp, the counter salesperson needs time to retrieve that information from catalogs and similar resources. With Wg4, three clicks are enough to obtain the required information. This reduces the duration of the interview, preventing the formation of queues at the counter.
2. WebCatalog 4 is so easy to use that it can also be made available to customers themselves. For example, through a touch screen, customers who are waiting to be served can start looking for the information they want.
3. Consultation from a manufacturer's website may be unclear and disparate for several sales people given the different ways of managing the same functions depending on the corporate sites, which is a problem that OxyTech's software allows to overcome.