

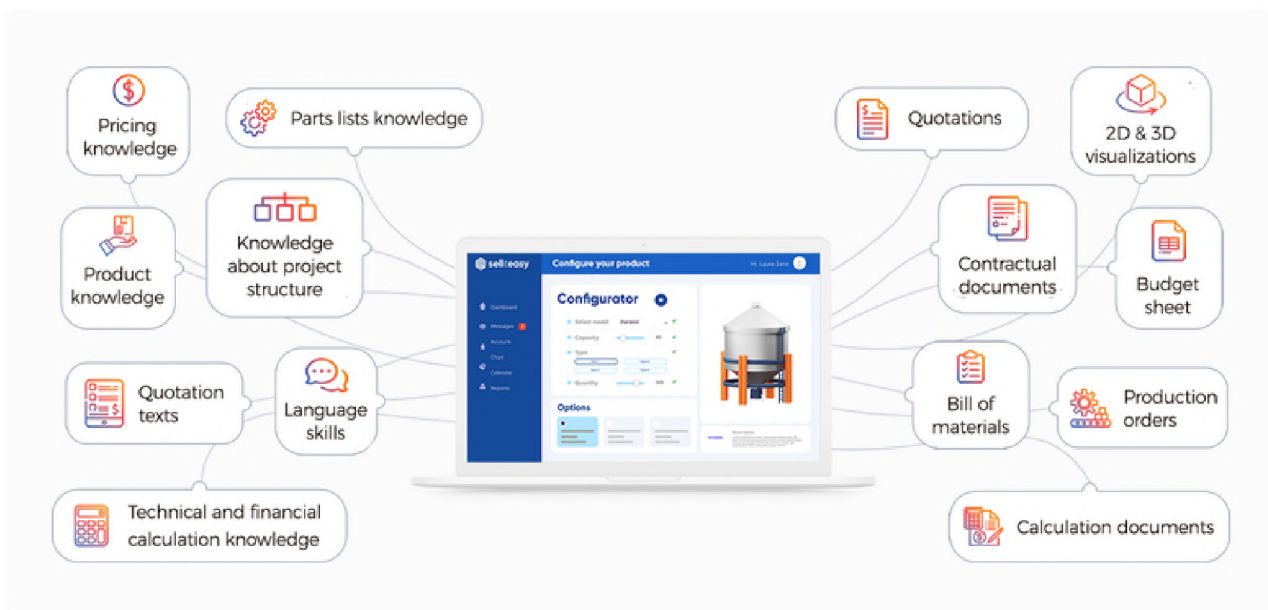
# The software suite for product and sales configuration




## Merkato factsheet

The Merkato software basically does 3 things: configure, calculate and document, also called CPQ (Configure, Price, Quote). Merkato is a very extensive toolkit to quickly capture knowledge rules in a user-friendly way. The software will then show what is possible and what isn't, and even give advice based on customer needs.

Once the most suitable product is linked to the customer, all technical and financial consequences are immediately visible. All customer-specific documents (e.g. the quotation, sales order and production order) are available right away, error-free and multilingual. Merkato offers enormous flexibility and an unprecedented short 'time to quote'.





The Belgian company Sell It Easy BV is your partner for the delivery and implementation of the Merkato software suite. We give you the opportunity to easily sell your products worldwide 24/7. We build partnerships with our clients and aim for the integration with related software products. Fast response times and adequate support are of the utmost importance to us. Flexibility, involvement, sales guidance, long-term relationships and excellent support. ***That's Sell It Easy!***



Merkato Group develops Merkato, the software for product and sales configuration. You can easily record your knowledge rules in our system. No programming skills are required for this. The user interface for the users is often built using drag & drop. Your sellers, agents and dealers have immediate access to the result. They can get to work immediately, anywhere in the world and generate and distribute quotations and other product related documents quickly and error-free in any language.

## Interface

Merkato has an interactive, simple and clear user interface. The structure of the screen depends on various factors such as user, country, language and already made choices resulting in the optimal interface for your salesperson. We will always show exactly what is needed when needed.

## Dealer management

The configurator can be set up according to your wishes via a system based on groups, roles and rights. This gives you very dynamic tools and complete control over the possibilities for different sellers, dealers/agents, office staff or anonymous website visitors.

## Multilingualism

You can use Merkato both online and offline in as many languages as you want. Most of the user interface items can be translated automatically, so that making available a foreign language configurator to, for example, a new dealer is realized in no time.

## Management info

As an entrepreneur you require insight into everything that happens in your sales channel. Merkato offers you complete transparency: by whom were offers made, what is their average value, which option is most popular in which region, etc. Merkato offers you plenty of control.

## Implementation

Merkato is easy to learn. No programming knowledge is required to set up the system. Handy tools make setting up and maintaining Merkato easy. We can support you in entering your own knowledge into the system. And of course we offer you smart tips and solutions.

## Always up-to-date

Merkato is available in only one version: the last one! Improvements and updates developed on the basis of feedback within the user group or at the request of a specific client are made available to all users. This way you always use the fastest and best version.

## Configuration

Merkato is readily equipped with advanced functionality for the management of templates, configurations, projects and documents. Workflows are set up entirely according to your needs, based on roles, rights, user groups, versions, release levels and statuses.

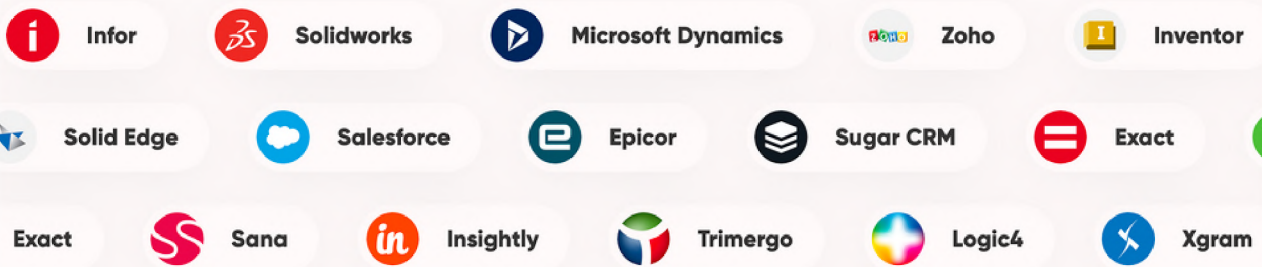
## Documentation

Supporting information such as specification sheets, 2D/3D drawings, movies, references or examples can easily be integrated into your product and sales configurator. With Merkato everything your sales teams requires is available in the right language at the push of a button.

## Integrations

Merkato's open architecture, which uses the most common and worldwide accepted standards, makes linking to and from Merkato generally very easy. Think of CRM, ERP, CAD and PDM as the most commonly required integrations. See below for a selection of existing integrations.

### Fully adaptable to your sales process and integrable with your tools



## Merkato for e-commerce

A folder or static website is often no longer sufficient these days. The customer demands product experience. Informing and convincing the customer is increasingly becoming an interactive journey.

We provide sales and marketing teams a tool that has proven its worth for many years in a wide variety of industries and types of companies. With the support of our experts, your teams can focus on the customer journey, the experience and the graphic design.

Your development team no longer needs to worry about the above-mentioned features. With Merkato we bring you the ideal future-proof toolset to quickly start with an (online) lead generator, a product configurator or any other visual product experience.