



LAMAR SOFTWARE, INC.
SPECIALISTS IN MANUFACTURING AND DISTRIBUTION

Product Catalog Definitions

The system provides a backbone for a catalog structure by presenting a potential E-commerce buyer with a descriptive list of product classes, or codes, and a search engine to locate various system database elements pertinent to saleable inventory items. The search routine will be able to locate inventory items based on the following data:

- Marketing product code and / or the marketing product description
- Item aliases and / or their descriptions
- Item attributes and / or their descriptions
- Item authorized vendors and / or the vendor's name
- Item's vendor part number and / or the vendor's part number description
- Item's manufacturer and / or the manufacturer's name
- Item's manufacturer part number and / or the manufacturer's part number description

Following a successful search, any documents that have been assigned to the item, including pictures, videos, audio, text and/or web pages can be presented to the customer.