

Cypress Business Solutions, LLC

e-CAT



Business Challenge

You know what works. Do you know what doesn't? Your first step to improved direct marketing performance is to gain a clear view of your current situation. Where can you increase efficiencies, average order size and profits? How can you reduce errors, costs and cycle times?

Solution Description

Our experts in direct marketing operations can help you identify and prioritize next steps for the fastest and greatest return on investment. The e-CAT catalog management system provides a fully integrated, real-time solution for multi-channel direct merchants. Designed to streamline day-to-day operations and improve business performance, e-CAT enables small to mid-sized enterprises to profitably deliver "bigmarket" customer experiences while reducing IT costs.

Value Proposition

We've based e-CAT on a uniform database environment with extremely reliable performance and we've also designed it for easy customization with unique direct marketing operations.

Standard modules give you the tools and processes to save time, enhance customer relations and increase profitability. The e-CAT webstore module delivers a tremendous new channel by enabling e-commerce capabilities that fully integrate with your operations.

e-CAT's highly flexible, open architecture enables growth and compatibility for the future. By integrating with third-party software and data sources like IBM's pSeries servers and AIX, e-CAT delivers strength, reliability and optimum ROI.

Company Description

Cypress Business Solutions is a leading provider of real-time catalog management solutions for direct marketing and e-commerce companies. We're dedicated to serving small and mid-market retailers with integrated order management, e-commerce, fulfillment and customer service processes that optimize customer loyalty and return on investment.

IBM Segment

- Data Management

Business Function

- Direct Marketing Operations

Target Industry

- Retail

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Let's build a smarter planet.

