



# About Etilize

Etilize Inc., a subsidiary of GfK Group, was founded in 2000. We serve more customers in more countries than any other product data provider of technology and office products. Our commitment to providing the best service possible is one of the many reasons Etilize is the largest product data provider of technology and office supply products in the world with databases on 7 million products in 30 countries and in 20 languages.

In 2009, GfK Group acquired Etilize through its subsidiary ENCODEX. The combined offer of Etilize and ENCODEX is now globally marketed under Etilize.

We publish standardized, structured and normalized, e-commerce and retail store-ready product data across multiple industries:

- Information Technology
- Consumer Electronics
- Household Appliances
- Photography
- Home & Garden/ Do-It-Yourself
- Data Capture & Point of Sale
- Office Supplies
- Telecommunications
- Custom SKU Development to fit individual needs

Etilize understands that businesses need to be on the leading edge to stay competitive, which is why we continually expand into new verticals and grow our catalogues at a rapid pace. As business models change and become more integrative, we also provide custom product data solutions to meet more specific and specialized needs.

Some of the world's largest manufacturers, distributors, resellers, e-tailers, retailers, and search engines rely on Etilize for high-quality product data, custom SKU creation, and merchandising capabilities

Our dedicated staff of 750+ product data specialists build more than 100,000 new product data sheets every month to ensure our customers satisfaction with our services and solutions.

GfK Group is one of the largest market research companies in the world, with a staff of over 10,000 employees working in 115 operating companies. GfK services more than 100 countries, delivering the knowledge on markets and sectors that clients in industry, retail, the media and the service sector need to make their marketing decisions.

## TESTIMONIALS

*"We continue to receive favorable feedback from our customers. A couple of sizeable customers have reviewed the Etilize structure in some detail and have affirmed that the Etilize taxonomy is solid and can be readily integrated into their existing systems. In summary, we are more than satisfied with the performance of Etilize"*

**- Ingram Micro, USA**

*"We recently switched to Etilize from a product content provider we had been using for years. Their pricing is very competitive and above all, they have a strong technology offering. They have also been flexible in meeting our unique business requirements."*

**- Buy.com**

*"Etilize Inc. has awesome content which is user-friendly and easy to integrate. Their content has significantly increased the sales on our site".*

**- Flashecom**

## CORE STRENGTHS

We take pride in the fact that our customers are our top priority. Etilize believes that we are the most externally-focused organization in the content provider business. We provide 24/7 technical support to our customers globally. Our customer service team can be reached via toll-free numbers and email at anytime. Our average resolution time for over 99% of support calls is less than one business day.

Over six million datasheets currently reside in our repository. Each sheet is comprised of standardized, one-line descriptions generated from the most popular and important attributes. Also included are consumer-friendly extended descriptions, marketing information highlighting main features, product specifications that describe core functionality and comprehensive product specifications.

### Highly Accurate

Accuracy is of the utmost importance. What good is product content if your customer searches for a laptop and finds a battery instead? Etilize maintains complex QA systems, resulting in 99.9% accuracy throughout our expansive database. While no company can be perfect, we understand that in ecommerce there is no room for error. Therefore, if our customers discover a problem with our content, we are able to fix it within 24 hours and update the entire system the following day.

### Assured Quality

Etilize is an ISO 9001:2000 company that places the utmost importance on the quality of products we produce as well as the services we deliver. In addition to automated checks to ensure data quality, we deploy multiple reviews of quality assurance on product datasheets. We track, monitor and report data errors in-depth to constantly improve. Additionally, Etilize has invested in Six Sigma methodologies to continually improve content quality.

### Reduce Costs

Etilize's powerful content solutions help our customers in many ways. The greatest value we offer is the cost-reduction our customers enjoy when they are relieved of managing content internally. Maintaining large catalogs of data is one of our core competencies. Our customers have found that when they subscribe to Etilize services, their IT database resources are free to focus on company business. Companies that subscribe to Etilize's services have also found their customers notice an improved experience from the use of consistently formatted data for all of the product lines they carry.

### Flexible Contracts

We are so confident in our services that even our contracts are flexible. We do not have restrictive contracts that bind clients to a solution for years. In fact, for a small fee our customers can retain the content they have downloaded with no need for an ongoing license from Etilize.



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