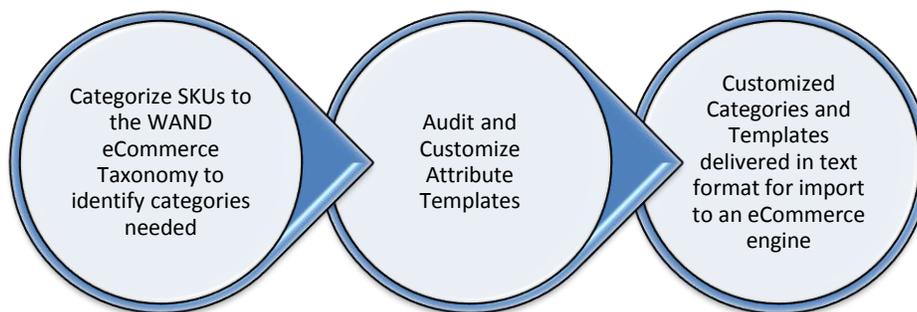


WAND eCommerce Taxonomy

Product Summary

The WAND eCommerce taxonomy comprises more than 39,000 product categories and more than 5,000 service categories, each with its own attribute and attribute value template. To get started, WAND will take the client's existing SKUs and categorize each to the WAND eCommerce taxonomy. This will identify the sub-set of categories that are relevant for the customer. Once the relevant categories have been identified, the client can access WAND taxonomy tools to audit and customize each attribute template and re-label attributes, hide attributes, reorder attributes, designate required fields, and create custom attributes.



After the templates have been customized, WAND will deliver the final taxonomy categories in an electronic data format that can be imported into the client's ecommerce content management system where the client can immediately begin to add standardized attributes to its products.

Value Proposition

Normalized and detailed attribute-level product data can be a major competitive advantage for an ecommerce site. Great search requires strong product data. Standardized attribute level data enables important site feature such as left hand search refiners, product specification display, and product comparison.

Unfortunately, data that retailers receive on products does not conform to any standard, so a retailer needs to do some work to normalize the data. Retailers invest in systems to manage product data, but those systems still need a way to organize product data. Capturing detailed and normalized attribute level data requires taxonomy with standardized templates for attributes and attribute values.

The WAND eCommerce Taxonomy jumpstarts the creation of standardized attribute templates across an ecommerce retailer's product catalog.

Screenshots

Brand (required)	Nikon
Color (required)	Black
resolution (required)	24.2 Megapixels
Flash Sync Speed	1/200 Flash Sync
Frames per Second (Maximum)	4 Frame per Second
Image Sensor	CMOS
Shutter Speeds	30 - 1/4000 Shutter Speed
Viewfinder (hidden)	3.0 inch TFT LCD
Built-In Flash	Built-In Flash
Depth	3.1 Inch
Width	5 Inch
Height	3.8 Inch
Weight	16 Ounce (Weight)
Aperture Priority	
Auto Bracketing	
Auto Focus Points	
Available Image Format(s) (hidden)	

Digital Cameras

Assembled/Ready to Assemble	Ready to Assemble
Brand (required)	DaVinci Furniture
Collection Name	Boulevard
Color	Brown
Conformity With Standards	
Finish	Veneer
Frame Material	Wood
Handle Material	
Hardware	Brass
Includes Doors	With Doors
Lead Free	
Leg Material	
Length	22 Inch
Length of Warranty	
Material	Oak
Non-toxic	
Number of Doors	1 No Units
Number of Drawers	1 No Units
Number of Shelves	2 No Units
Stain Resistant	
Water Resistant	
For Children	

Nightstands

Glossary

Taxonomy: A hierarchical set of categories into which products are categorized for catalog search and navigation purposes.

Attribute: An Attribute is a question that we may ask about a product in a certain category. An example of an attribute for a Laptop Computer would be Screen Size, Brand, or Processor Type.

Attribute Values: An Attribute-value is a specification for a specific product and answers the question about the SKU that the attribute is asking. An example of an attribute-value for a Laptop Computer would be 17", Toshiba, or intel Core i5