

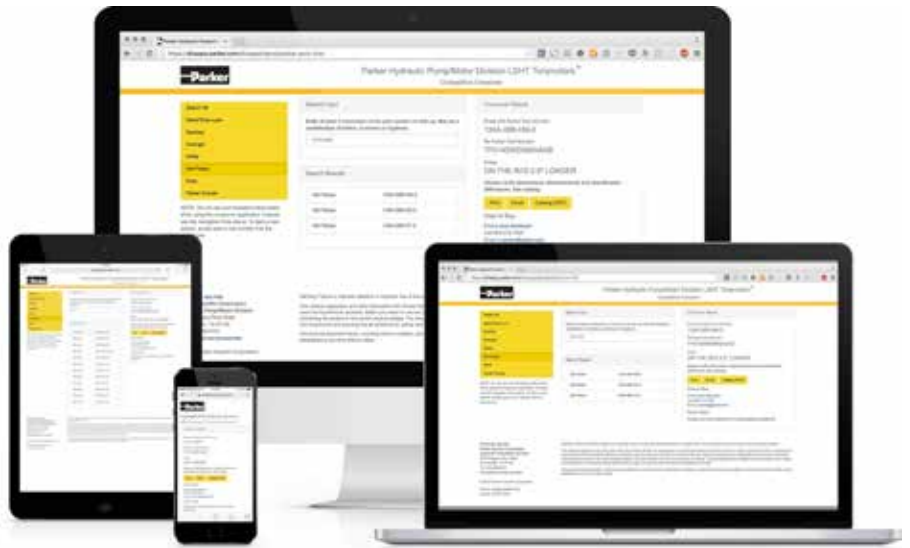
CROSSOVER PART NUMBER DATABASE WEB APP

Frictionless 24/7 availability of your up-to-date crossover part numbers.

Now customers, distributors and the sales force can have 24/7, cross-platform access to match competitor's part number to your division's part numbers.

No more juggling cumbersome (and out of date) spreadsheets and sticky notes.

Increase productivity and slash sales information request times.



Our crossover part number database web app means your division can:

- Accurately, securely and quickly search competitor part numbers and match to your division's part numbers. (Note: the app requires that the competitor's part numbers must be available from the division's internal sales resources.)
- Provide information access to customers, sales people and distributors over the Internet using a variety of platforms (desktop, laptop, tablet and smart phone) and modern Internet browsers. Access is 24/7.
- Not necessary to be connected to the Internet, after initial data download. Application database resides on the user's device, therefore is accessible whether or not the user is online.
- Part number data is displayed and linked to pages in the division's sales and parts catalog. Users can email the information, including links to catalog pages as desired.
- Phone calls, voice mails and other sales-interruptions are no longer in the way.

The technology described in this document is the property of the Technology Division of Apple Advertising and MAPS, Inc., Asheville, NC. The technology is described as "The Competitive Crossover Part Number Database." The technology is offered to operating divisions of Parker Hannifin. NO ENDORSEMENT OR RECOMMENDATION OF THE PARKER HANNIFIN CORPORATION IS SUGGESTED OR IMPLIED AND SHOULD NOT BE INFERRED. Parker logo is the property of the Parker Hannifin Corporation.

Product details

- Part number data (your division's part number and competitor) is converted to MS SQL database on a MS SQL server (residing either at the division or corporate server) and made accessible by the PHP programming language. The combination of MS SQL and PHP will permit fast, reliable data queries from the server and dynamically deliver the query results over the internet, formatted in a viewable manner that works for the user on a variety of platforms: desktop, laptop, tablet and smart phone.
- Part number database can be included in the specification pages of the E-Commerce pages.
- The linking program will be a 'smart lookup' instruction set which analyzes part numbers and creates a hyperlink to the catalog section(s) relevant to that part number.
- SQL and PHP programming will deliver these links from the hosting web site, which will provide a "library" for the PDF pages of the product catalog. Catalogs remain hosted on parker.com.
- All part number data updates happen in real-time so users will always have the most up-to-date information.
- The application is "responsive", formatting screen views to fit the user's device which can be any modern desktop, laptop, tablet and smart phone device. Users (sales and support staff plus customers and distributors) can access the data at any convenient time.
- The application works on any modern browser: IE (version 10 and higher), Edge, Firefox, Safari and Chrome.
- The program has a secure admin interface to input and edit data records.
- The application has convenient and secure upload capability for transfer of single or multiple new and/or changed records.
- The application has an optimized screen design and navigation prompts that make the user experience "slick and seamless."
- Online database is quickly and easily updated from any web browser to maintain currency.
- Database resides on the device, no net connection required to use, but a net connection is required to (1) download original program and (2) to update the program.
- Real time device updates; offline devices update next time connected.
- An administrator interface is included to permit the database to be updated and uploaded as required.
- No limit to frequency of updates.
- Administrator may upload new records one at a time or batch upload multiple records.
- Administrator can search and modify records by part number or manufacturer name.
- Database records are linked to catalog pages, which can be viewed, saved, email forwarded, downloaded and printed. (NOTE: printing from smart phones (iPhone/iPad/Android) and Tablets (iOS, Android) requires special drivers and printer interfaces that may not be readily available in all usage environments.)
- Application is delivered with clear user instructions for installation and usage.
- Designed to be easy to use and easy to admin.
- Our support is 24/7, first response in 4 hours.

View an example web application developed for Parker HPM Division: www.parker.com/torqmotor_crossover

View a video demo: www.appleadv.com/crossover

For Additional Details:

Jeanine Cohoon, Apple Technologies Division
Apple Advertising, Inc.
375 Depot Street, Asheville, NC 28801
Voice: 828-230-1020 | Fax: 828-252-0361
Email: jeanine@appleadv.com

The technology described in this document is the property of the Technology Division of Apple Advertising and MAPS, Inc., Asheville, NC. The technology is described as "The Competitive Crossover Part Number Database." The technology is offered to operating divisions of Parker Hannifin. NO ENDORSEMENT OR RECOMMENDATION OF THE PARKER HANNIFIN CORPORATION IS SUGGESTED OR IMPLIED AND SHOULD NOT BE INFERRED. Parker logo is the property of the Parker Hannifin Corporation.