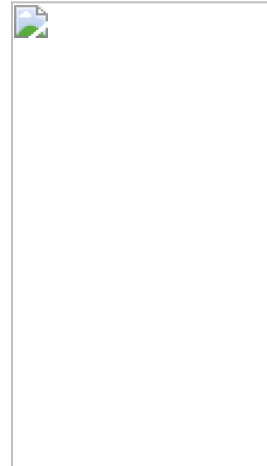


## *The Configurator: An Integral Part of Selectica's ISS Solution*

### What is a configurator?

An online sales configurator is software that guides users to optimal solutions based on user input compared against predefined product data. A configurator can be thought of as the ideal virtual salesperson, who is available 24 hours per day, requires no salary and delivers the best possible product or service for every sale.



### Configurator FAQs

[How do configurators fit into an Internet Selling System?](#)

[What is the interface like?](#)

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### How do configurators fit into an Internet Selling System?

At the core of an Internet Selling System (ISS) lies a configuration engine. The configuration engine interactively assists buyers through selection, configuration, quoting, pricing and fulfillment of products or services that precisely meet their needs.

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### What is the interface like?

A user selects from the first screen how they want to be shown the product, and the software adapts to the user's buying style. As selections are made, the configurator shows the consequences of choices made by adjusting the options available on the following screens. For an illustrated description, let us take you [step by step through a configurator Interface](#).

The configuration technology is the powerful tool that guides a user to an accurate product or service configuration. For example, when shopping for a new car, driving to one car lot after another is often a very time-consuming task. Instead, visiting a car maker's Web site that features a configurator built with Selectica's Internet Selling System is more convenient and time-saving and often more informative. If your top criteria for a new car are price, number of seats, gas mileage, sunroof and CD player then you enter in this data. From here the configurator asks you to make a few more required choices. With the click of a button, the configurator displays the car models that best fit your needs. You narrow it down to one final configuration, save it, and then create additional configurations for comparison. A configurator empowered you to define the ideal car, unassisted.

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