



## 2020 Virtual Planner

**2020 Virtual Planner is an easy-to-use, 3D space planning application that turns the daunting task of remodeling an interior space into an easy, even exciting one.** A powerful sales and marketing tool, the online software helps increase revenues and profitability for home and office retailers by generating more prospects, converting more of them into buyers, shortening the sales cycle, and helping sales associates be more efficient in time spent with customers.

[2020spaces.com/2020VirtualPlanner](http://2020spaces.com/2020VirtualPlanner)

# 2020 Virtual Planner

## The Challenge

Consumers today have high expectations. They want to be able to interact with retailers in a fun and engaging way, for a complete shopping experience that goes beyond the brick and mortar store.

## The Solution

2020 Virtual Planner engages and inspires consumers with interactive tools that showcase products in the context of a consumer's personal space. Consumers easily create designs online, from the comfort of their own homes, using your products and merchandise. They can then share designs with family and friends, collaborate online to generate even more excitement around renovation or new designs, and follow-through on the final purchase.

## Benefits

### Attract more prospects

Turn the daunting task of remodeling an interior space into an easy, even exciting one. Engage and inspire consumers with interactive tools, that today's shoppers have come to expect, from the comfort of their own homes.

### Convert visitors into actual buyers

Let consumers personalize your products and visualize them within the context of their own spaces. Keep customers engaged in the design process, allow them to share designs and ideas with others. Longer time spent configuring products results in higher conversion rates. Near photo-quality renderings showcase products where material properties and finishes make all the difference and help consumers make a quick emotional connection.

### Strengthen your brand

The user interface and workflow are fully configurable to differentiate yourself from competitors. Users can move to and from 2020 Virtual Planner from your website for a seamless user experience.



## Features

### Interactive shopping experience for your customers

#### Access anywhere

Consumers can easily create designs online from anywhere with web access using retailers' and manufacturers' actual products and merchandise. They can share designs with family and friends using email or social networks to get even more ideas and feedback which helps them move to a purchasing decision in less time.

#### User-friendly

2020 Virtual Planner is sophisticated enough for creating beautiful looking rooms, and yet simple enough for a typical shopper to use. It's made to assist the consumer as they design their own spaces, ensuring that products fit together properly within the room shape and dimensions. It can highlight various preferred combinations of products, such as complete entertainment units or kitchen islands as well as incorporating product interiors or moving parts like cabinet doors, extending sofas and folding tables

#### Lifelike renderings

Customers can create realistic looking designs by selecting room shapes and sizes, furniture, cabinets, electrical and plumbing fixtures, appliances, room accessories, moldings and more. They can make changes to features such as door fronts or cabinet handles all at once, or change them individually to mix and match. Lifelike rendering technology creates a realistic picture of a room in just seconds, including lighting effects and material finishes.

### Help your customers design and shop

2020 Virtual Planner is sophisticated enough for creating beautiful looking results, and yet simple enough for your typical shopper to use. It's made to assist the consumer as they design their own spaces, ensuring that products fit together properly within the design space.



Consumers see a full-color, 3D design of their own rooms, with your products and your corporate brand.



Users can share designs with friends and family to generate more excitement as well as new leads.



## 2020 Virtual Planner

Capture the attention of today's online customers with a selection of high-quality renderings to highlight your products.



Show off products with pre-designed sample product combinations.









# 2020 Virtual Planner

## Create a seamless shopping experience

2020 Virtual Planner provides a seamless shopping experience for retail customers. Consumers can move easily from a design they've created to an online purchase. They can also bring designs in to a store or call up designs directly on an in-store kiosk.



2020 Virtual Planner integrates easily into a retailer's online presence and sales process.

## Features

### Integrates with your business

#### Design to Purchase

2020 Virtual Planner adapts to the way you work. Seamless integration into your sales process allows customers to go easily from design to purchase. 2020 Virtual Planner provides a seamless shopping experience for retail customers. Consumers can move easily from a design they've created to an online purchase, or bring their designs in to a store, or call up saved designs directly in the store itself.

#### Customized Interface

The user interface and workflow is fully configurable and integrates seamlessly into your website and other business systems using a web services based architecture. You can configure the user interface as much or as little as you like, from simply adding your logo to a our pre-configured user interface or completely redesign the user interface with your own colors, look and feel.

#### Up-to-date Information

Web services integration makes it easier to ensure that product, pricing, and availability information are always up to date so that your customers can be sure that they can order and buy what they've designed at a price they've already budgeted for.

# Features

## Online sales and marketing

### Analytics

Retailers have access to key analytical information, such as what products, finishes or materials consumers are browsing or selecting for new marketing initiatives or to change the order in which products are displayed. In addition, this analytical insight can help make merchandising decisions on which products appear with which combinations.

### Smart advertising

2020 Virtual Planner lets you design and display ads or information which appear based on what items consumers are looking at or interacting with, and to display key product details interactively as consumers browse. Retailers can promote their products with important information such as warranty, user manuals, energy ratings and more.

### Up-sell and cross-sell

2020 Virtual Planner lets you take advantage of up-sell and cross-sell opportunities as consumers create their designs. You can automatically promote similar, alternative and complimentary products or display other relevant advertising based on consumer selection or behavior.

## Discover new opportunities to promote products

2020 Virtual Planner lets you take advantage of up-sell and cross-sell opportunities as consumers create their designs. The software appropriately lists similar, alternative products in a featured area or displays relevant banner ads based on consumer selection.



### Product Info and 3D Closeup window

Various pop-up frames show off product-specific information to help raise consumer confidence. A separate viewer window provides an isolated product view.



### Context-specific advertising

Consumers can see ads based on what products they're viewing.



# 2020

## About 2020

2020 helps professional designers, retailers and manufacturers in the interior design and furniture industries capture ideas, inspire innovation and streamline processes. By providing end-to-end solutions and the world's largest collection of manufacturers' catalogs, 2020 provides businesses with the software and content to be more efficient, integrated and productive.



### Professional

Enabling professional designers to create kitchens, bathrooms, closets and commercial offices which look as stunning on the screen as they will in reality.



### Manufacturing

Providing furniture and cabinet manufacturers a complete manufacturing operations management capability developed to meet their needs.



### Retail

Empowering interior home improvement retailers to inspire the imagination of their customers and accelerate decision making.



## System Recommendations

### Windows

**Operating System:** Windows XP or higher

**Web Browser:** Internet Explorer 7.0 and 8.0 / Firefox 3.6 or higher

### MAC

**Operating System:** Mac OS X Leopard or higher

**Web Browser:** Firefox 3.5.7+ / Safari 4.0.3+

**CPU:** 1 gigahertz (GHz) equivalent or faster (for Intel Processors only)

**Graphic Card:** 32MB Graphic card

**Resolution:** 1024 x 768 Display resolution

**Internet Connection:** Broadband Internet connection

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