



Inspire your Customers

Cloud-based marketing solutions for manufacturer websites

If you're like most manufacturers, you have products you sell on the web, including items such as appliances, plumbing fixtures, or other kitchen and bath items. Those products are probably represented on your website as a thumbnail image including a price and product number — the consumer is left to their imagination as to whether that product will fit their needs. Most manufacturers that sell kitchen and bathroom products don't provide a means for consumers to visualize products within the context of their new space. Buyers must use their imaginations to predict how products will look when installed. Common examples include pairing appliances with backsplash tile, or paint color combinations with plumbing accessories.

A typical buyer has to match many different styles and preferences to create their desired look. Changing one element can have a major effect on the overall design and the desired look. Simply listing a photo and price of an item on a website is no longer sufficient. Buyers will seek out ways to visualize how they will use the product in their own context and to share it with friends and family for ultimate validation — in a contextualized shopping experience. In today's digital age, consumers expect more. They expect interactivity, context and customization.

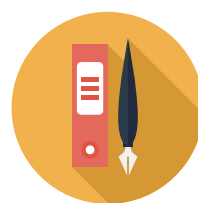
Using 2020 solutions, you can excite your customers by giving them the tools to view your products in their dream space. Deliver a fun, engaging and compelling web experience that will keep your customers coming back again and again!



2020 Ideal Spaces



2020 Cloud

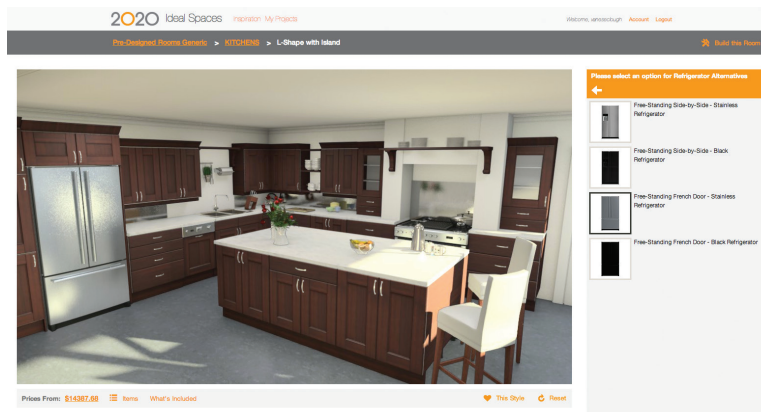


2020 Professional
Services

2020 Inspire Your Customers

2020 Ideal Spaces Inspire Module

2020 Ideal Spaces Inspire provides an interactive image gallery for capturing visitor interest and qualifying leads. Manufacturers can deploy 2020 Ideal Spaces on their corporate websites to showcase products within the context of a kitchen, bathroom or any other space. The solution incorporates the Manufacturer's logo and interface colors are customized to fit with the brand.



Key Features For Marketers

- Prepare sample interactive showrooms
- Select and modify all elements in the showroom
- Launch new products interactively
- Get analytics on product combinations and usage

Key Features for Consumers

- Explore different styles and preferences
- Change colors, styles, products and designs easily
- Scope out a budget
- Easy and fun to use



2020 Professional Services

2020 has an experienced team of professional services personnel, including business analysts, solutions specialists, subject matter experts, project managers and developers to deploy the perfect solution to meet your specific business needs. The 2020 Professional Services team will help guide you every step of the way, from initial project scoping all the way to final project completion.

2020 Cloud

2020 Cloud is the industry's first online solution to allow designers, consumers and your own staff access your latest catalogs directly from 2020 solutions like 2020 Ideal Spaces and 2020 Fusion. 2020 Cloud complements 2020 Ideal Spaces by providing the content engine to ensure products that your consumers are using in their design previews are always up to date.

As a manufacturer, you benefit in multiple ways by putting your content in 2020 Cloud. Designers browse and select from up-to-date content and use your products from 2020 Cloud in 2020 professional design applications, providing exposure to thousands of dealers worldwide. Consumers visit your website running 2020 Ideal Spaces Inspire to browse styles and get inspired using the same content from 2020 Cloud as the designers use.

2020 Cloud Benefits



Live Content

Stream content live so designers and consumers always have up-to-date catalogues.



Certified Content

Ensure the content you're delivering is high quality and accurate.



Authoring Tools

Use 2020 Cloud's online authoring tools to easily create and publish new content on the cloud.



Take Your Website Traffic to the Next Level

2020 Ideal Spaces Inspire + 2020 Cloud Content helps to grow your business by increasing:



Overall web traffic, including consumer and dealer traffic.



Web conversions; how many people take action on your site.



Time spent on your website.



Social media reach and viral effect.



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.

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