



Company Name: Diaspark

Name of the App: Catalog2go

Description: Catalog2go is a catalogue and order entry app on the iPad and other tablets, that empowers sales reps with real-time access to the product catalogues of their companies. Catalog2go is well-equipped to serve across many commercial touch-points in B2B sales. With the range of business features like product catalogues, various product views (Zoom, 3D and 360 degrees) and detailed specifications, check inventory, search for products within a defined price range, easy price management, security and access permissions, order entry with an additional fast paced order screen, this tool helps the sales-force gain an edge over competition.

The product eliminates the use of bulky printed catalogues, tedious paper work and error-prone data entry. It helps companies 'go Green' , by saving significant amounts on printing catalogues. The sales person always has an updated product catalogue at hand. No longer, does the person have to bother about whether a new product has been introduced or one withdrawn from the product range. A powerful administration tool, Catalog2go lets companies manage their back-ends efficiently. Salesperson specific or customer specific-catalogues are all possible with this. Order entries made via this app can be synced in a variety of ways with the existing ERP applications in use by businesses. The existing customers of the app include one of the world's largest technology products manufacturers, a global lifestyle company, a leading jewellery manufacturer, and one of the top 50 retail websites, among others.