OSTLANCER FZE LLC
SHARJAH PUBLISHING CITY

Online Product Catalog

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Tired of sending out new PDF catalog versions every time approvals or prices change?

We create a single product database from which everything else is generated: a catalog website, country-specific versions, secure partner portals, and that same PDF, but always up-to-date. The data is managed in one place and belongs entirely to you.

What you get

- **Relevance.** Changed a specification or packaging? It updates online instantly.
- **Quick search.** Search and filter by model, viscosity, and specification, conveniently accessible from the office or a smartphone.
- **New partners.** Product names can be found online through keyword searches.
- **Versions by languages, regions, and countries.**

Secure Partner Portals

After authorization, each partner sees exactly what corresponds to their group: distributors, dealers, and service stations can access their specific prices, terms, and materials, and place orders in 2 clicks. If the partnership ends, access is revoked.

Integration with ERP and other systems

No need for double data entry. The catalog synchronizes with your existing systems:

- **ERP and inventory management:** SKUs, packaging, prices, stock levels, and delivery times.
- **CRM:** Partner requests and inquiries are routed to the responsible manager.
- **Document storage:** Technical data sheets, safety data sheets, and certificates.
- **Ready-made feeds for partners.** Automatic generation of XML/CSV files with up-to-date SKUs, categories, and photos for quick import into your dealers' online stores.

The exchange method is tailored to your system: direct API connection or scheduled file export. Your ERP remains the source of truth for prices and stock; the catalog simply displays them.

AI Assistant

A chat assistant within the catalog answers partners in their native language 24/7, neutralizing time zone differences during export operations. It relies exclusively on the knowledge base you provide and strictly follows your rules.

- Answers standard questions, saving your employees valuable time.
- Collects requests and forwards them to the appropriate department: sales, export, or tech support.
- If the answer isn't in the database, it transfers the chat along with the conversation history to a human manager.

How to start

A pilot project for a single country, with no upfront payment.

1. We prepare a private demo: 20–30 of your products in the local language.
2. You provide basic materials (photos, descriptions, tech sheets) and consent to use them for the test environment. This consent can be revoked at any time.
3. After 3 months, we evaluate the results (e.g., reduced workload on managers or SEO traffic growth) and decide whether to migrate the main catalog to this base, connect other countries, and sign a long-term contract.