



GLOBAL PRODUCT
CHANNEL

THE BUSINESS TO BUSINESS CHANNEL FOR THE FURNITURE INDUSTRY
THE SALES NETWORK

ARENA FURNITURE SOLUTIONS

- ⊕ [Arena Furniture Channel](#)
- ⊕ Arena Furniture System
- ⊕ Arena Furniture Price List Suite

ARENA FURNITURE
BUSINESS TO BUSINESS SOLUTIONS

Playing a leading role in the furniture sector means achieving a core goal: meeting the demands of an attentive and increasingly demanding distribution network with a product information service that always meets **the highest standards of accuracy and efficiency.**

Global Product Channel's Arena Furniture Channel meets these needs, an Internet based channel that enables electronic management for handling the sales processes between manufacturers and their retailer and agent networks.

Arena Furniture Channel enables worldwide users to access, with easiness of usage and security, **updated** commercial information in a **restricted area**, and to use catalogs and price lists and to simplify the order procedure through its Internet channel.

Arena Furniture Channel makes it easy to save time and resources for other strategic activities.

Global Product Channel has developed a truly **universal language** that allows companies to dialogue with their network of suppliers and distributors using shared criteria.

The network thus becomes a **community** in which every operating procedure connected with product information and order handling is uniformly aligned, rationalized and simplified and also travels in real time.

That's what makes GPC the **new standard in B2B**, an essential tool for streamlining the relationship between the sales network and producers.

CUSTOMER SERVICES: THE SOLUTION IS ONLINE

THE MANUFACTURER



"I've chosen Arena Furniture Channel because I belong to a community. The new digital tools available have now become indispensable for my company and Global Product Channel has the insight and expertise to help ensure we make the best use of them."

Through Arena Furniture Channel the sales network benefits of a dedicated support which goes far beyond technology, providing users a specific assistance based on the deep understanding of their needs.

A modern sales network must answer very fast to requests from the market. Supplying products of excellent quality is not enough, and it's necessary that communications with the sales network are made in a timely and effective way. **The Arena Furniture Channel service provides the right answers:**

COMMERCIAL INFORMATION:

Enables to communicate in real time all the commercial information to the whole sales network.

CATALOG:

photos, technical drawings and descriptions in various languages describing all products. All producers can personalize their own documentation according to their specific needs.

PRICE LIST:

prices vary according to different features. The prices are specific for each customer and are corrected and updated at all times.

ORDER PROCESS:

enables error-free ordering and flexibility of negotiation. The order flow is built to accommodate the specific needs of each industrial sector.

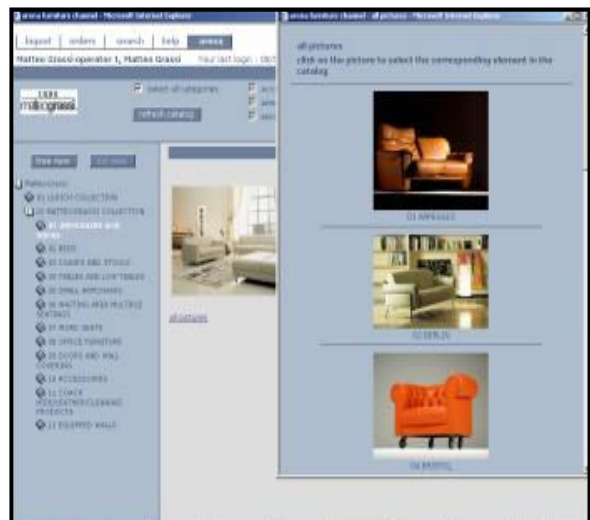
SALES MONITORING:

allows real-time monitoring of sales trends and the progress of orders, with the option of statistical processing and generation of summary data.

ARENA FURNITURE CHANNEL: MAKING BUSINESS EASY

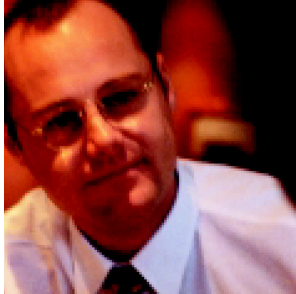


Home page



Members area: browsing of catalogs with product pictures

THE RETAILER



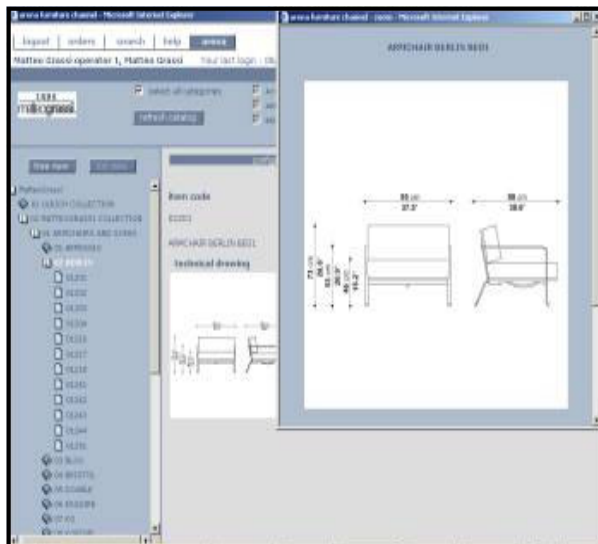
"With Arena Furniture Channel we have updated commercial information, and we can monitor in real time the delivery of orders. Now we can finally feel more confident to focus on our most important activity: taking care of the relationships with the clients."

"Leading companies that are attentive to every stage of order negotiations know that the manner in which they manage relations with their sales network is of crucial importance. We are well aware of these problems. Arena Furniture Channel responds to these needs by reducing costs and increasing the efficiency, with which resources are used, strengths that have made it a benchmark for those companies that really count in the sector."

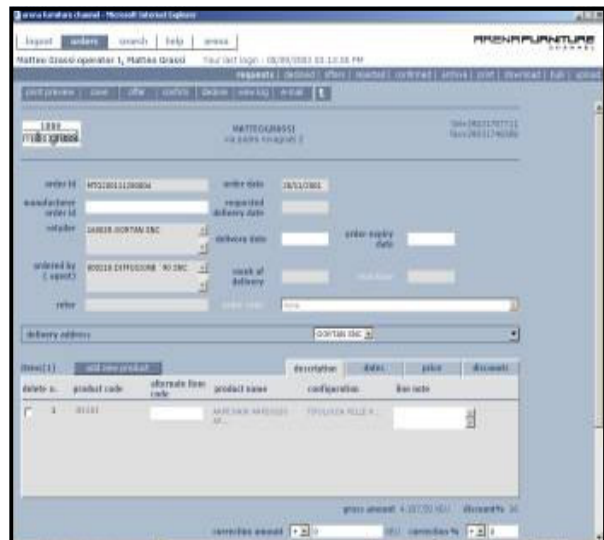


THE SALES MANAGER

ARENA FURNITURE CHANNEL: BUSINESS EVOLUTION



Display of product configuration with technical details



Purchase order

A personal computer and an Internet connection is all you need to use **Arena Furniture Channel**. You don't need to buy or install any software and the users are guided through everything they need to do in a series of fast and intuitive steps. Data is stored centrally in GPC's Data Centre that ensures the highest standards of security. The system is constantly maintained, and monitored by specialized professionals.

The communication between producer and the sales network happens by using the channel. A system of **passwords**, featured by the different profiles of the users, enables accessing the information.

Arena Furniture Channel is just one of the services that Global Product Channel offers the furniture sector. Since many years, Global Product Channel offers in different countries tools tailored for the furniture industry, together with specific consultancy for the management of the product database:

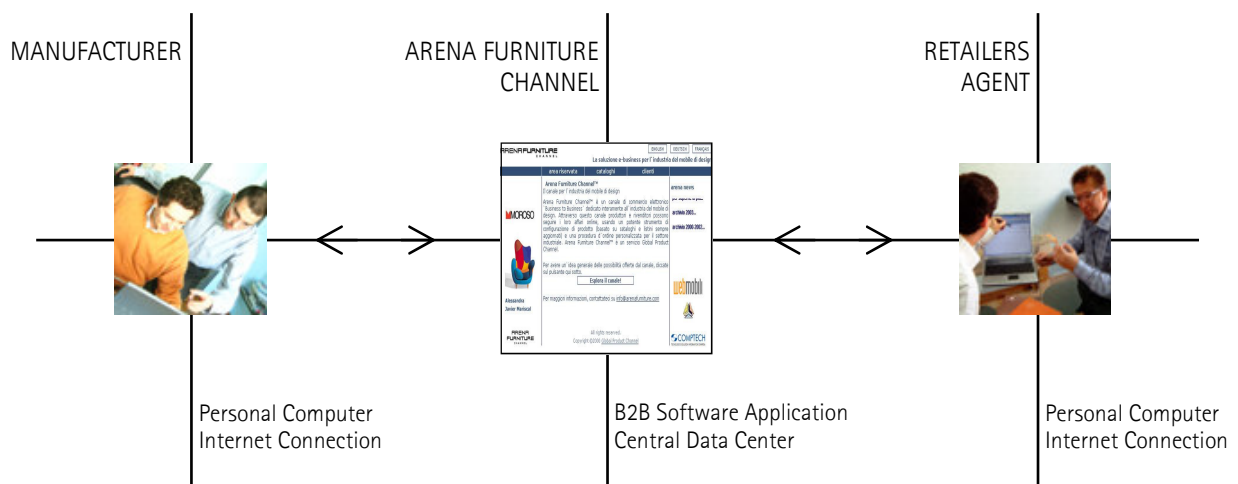
Price List Suite: the software to create price lists.

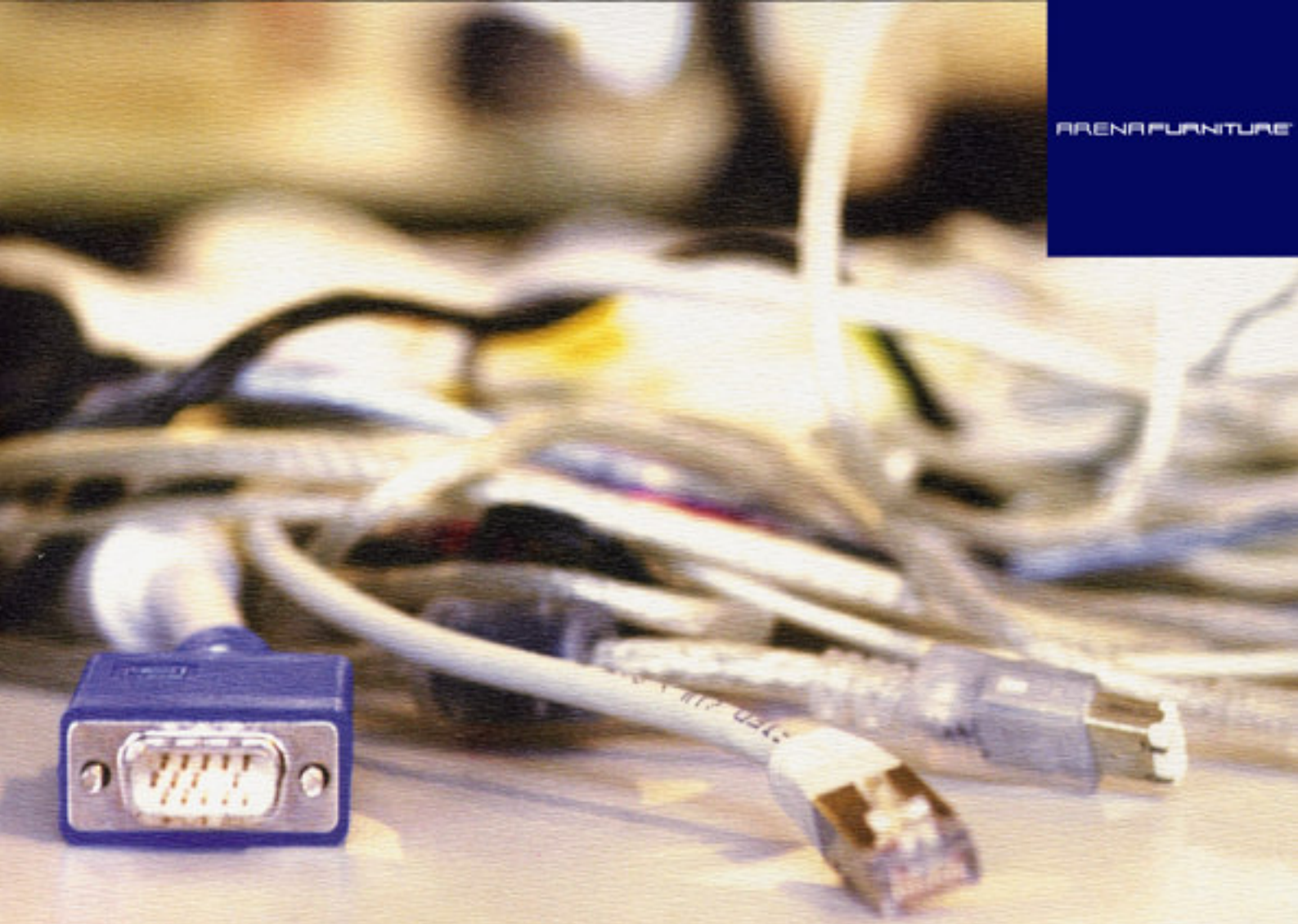
Professional Services: database engineering, management of price lists, integration of data.

Web: web sites with database, hosting, e-mail management, consultancy.

Being able to rely on a specialist partner with an in-depth knowledge of the sector makes an important difference.

ARENA FURNITURE CHANNEL: FAST AND RELIABLE ONLINE





ARENA FURNITURE CHANNEL: CONTACTS



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