

NEWS RELEASE

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Documoto Rocket empowers manufacturing aftermarket sales and customer support

New HTML5-based, responsive interface allows B2B companies to offer a consumer-friendly online experience to customers

(Englewood, CO)—May 4, 2017— Digabit today announced the worldwide release of Documoto Rocket, the new HTML-5 based, responsive user interface that allows manufacturing companies to provide up-to-date technical documentation and parts catalogs to customers, dealers and other affiliates online.

For manufacturers, there has been a shift in the way that B2B customers want to do business. Thanks to the internet, people expect to be able to access and purchase anything, anytime and anywhere. For manufacturers to keep up with competitors and thrive, there needs to be a shift to digitization.

"We're moving from a world of paper and phone transactions to a place where customers expect to have everything they need at their fingertips," said Alan Sage, CEO of Digabit. "Documoto Rocket provides a visual interface with powerful search functions that allows users to access real-time information and find parts, manuals, work instructions and more with the click of a button."

Documoto offers three functionalities for users, with the new Rocket interface providing an easily searchable and visually-appealing experience.

Documoto Authoring allows technical publishers to create, print, publish and distribute parts catalogs online. The Documoto database integrates with engineering and ERP systems, which allows publishers to easily modify and maintain the parts catalogs.

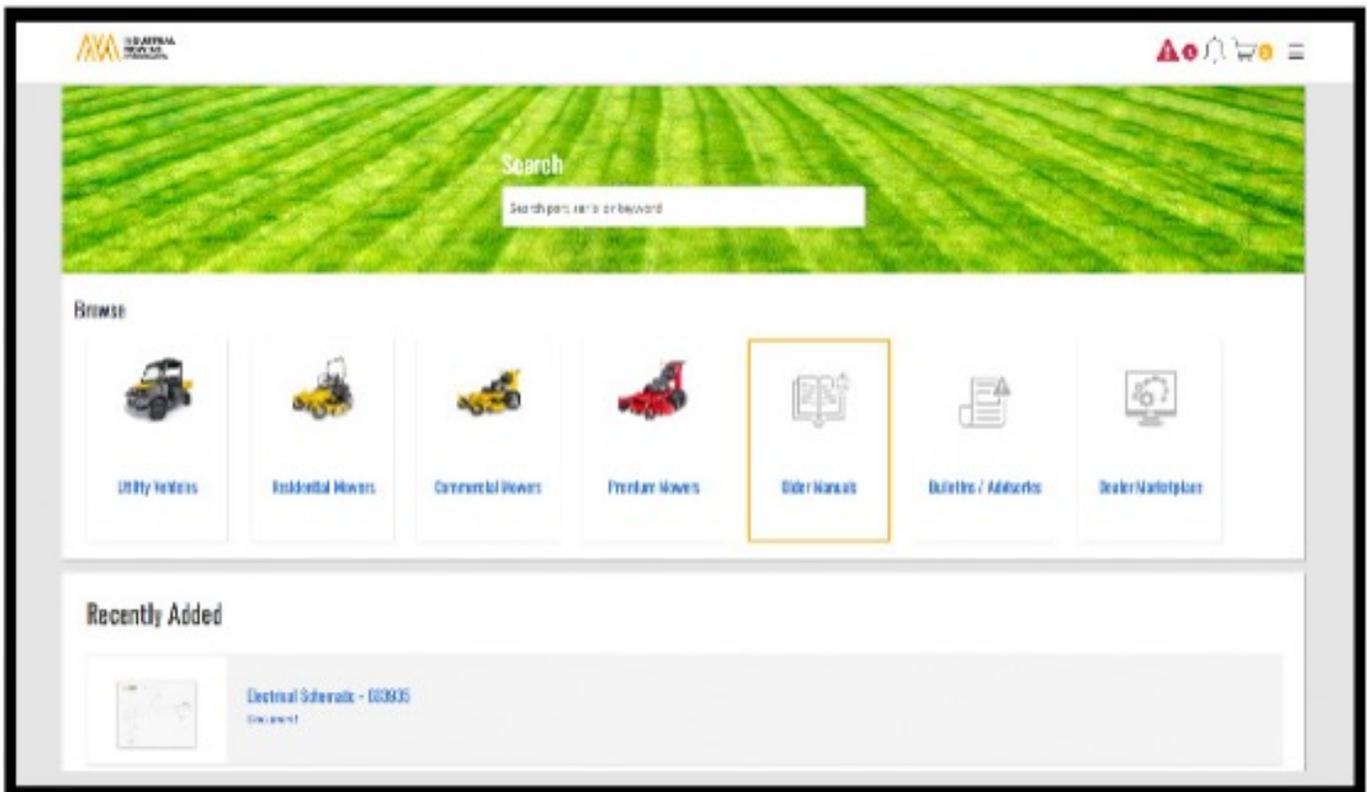
Documoto Cloud Library allows manufacturers to store spare part and equipment related materials on the cloud in a virtual library. Users can access the information anytime, anywhere and Documoto administrators can

control access by user or organization so only those that need the information can retrieve it.

Documoto Cloud Storefront gives manufacturers the tools they need to sell parts online. Companies can add an online shopping cart to their online parts catalog and allow customers to purchase parts directly or via their dealer networks, 24/7.

“Providing online service to customers gives manufacturers a competitive edge and helps to create brand loyalty,” said Sage. “By having an engaging online presence, our customers have seen an increase in revenue along with a decrease in labor costs related to order processing.”

Documoto Rocket Functionality and Performance:



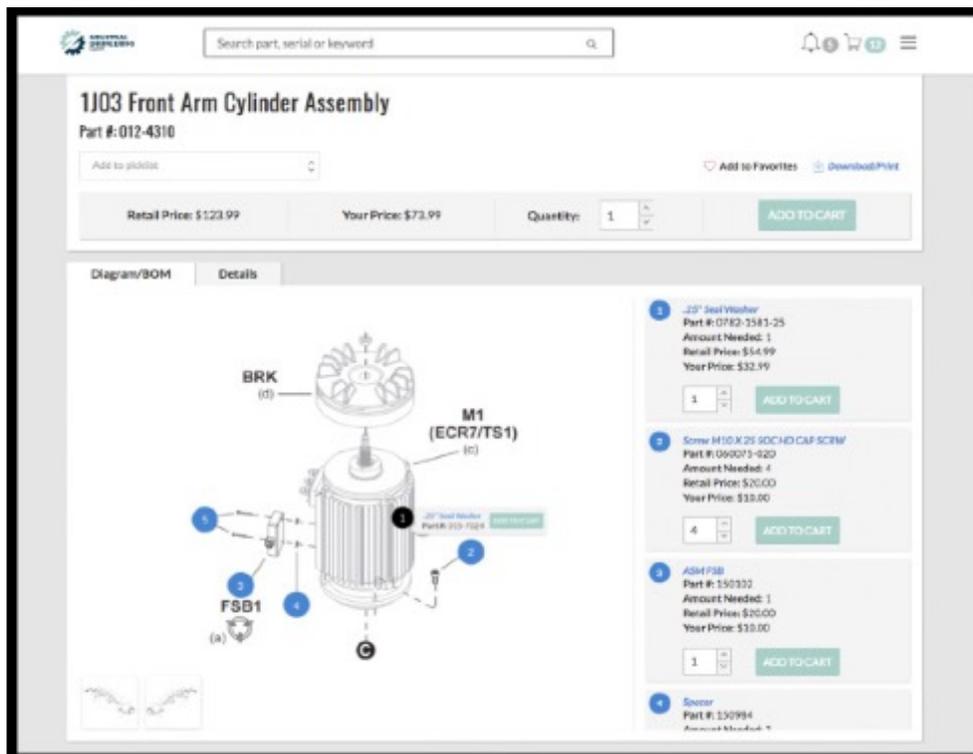
Documoto Rocket emphasizes search functionality, and allows users to look for parts by name, number or model number, as well as by picture. The search also offers suggested keywords and can be narrowed down based on user parameters to provide only the most relevant search results.

“When creating the interface, we really wanted to make sure that it met the needs of the end customer (the people buying from manufacturers),” said

Sage. “Most manufacturers need to offer information for hundreds of thousands of parts. We held several focus groups and found that being able to find a part and its related information quickly is the end customer’s number one priority.”

The interface is also available in over 20 languages, allowing global manufacturers to provide information in their customer’s native language. The platform can be branded with the company’s logo and color schemes, providing a seamless experience for end users.

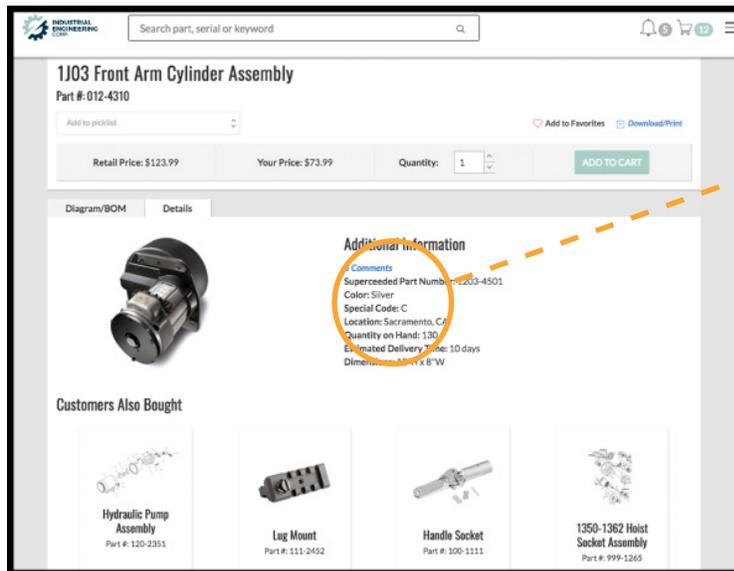
Parts Ordering



The Rocket interface also creates a better buying experience for users. The parts catalogs, including the Bill of Materials and line items are interactive. All of the information is updated in real-time, so as soon as a manufacturer makes a change to a part, it is reflected to the end user, resulting in more accurate ordering.

In addition, the part detail pages can show the inventory in stock, deliver times, related parts and any other comments or information a manufacturer wants to include. Manufacturers can also set pricing information and parts viewable on a customer-by-customer basis, creating an individualized and highly accurate user experience.

“Being able to automatically add the correct parts into your shopping cart leads to fewer order errors, reduced returns and lower shipping costs,” Sage said. “Not only does create higher customer satisfaction, but it also saves the manufacturer time and money.”



Part details screen shows inventory in stock, estimated delivery, related frequently ordered parts and other information.

Watch a demo of Documoto Rocket: <https://youtu.be/qcMwKAmlf9g?t=13m>.

About Digabit Inc.

Digabit helps manufacturers solve the challenge of providing online, up-to-date technical documentation and parts catalogs for complex machinery and equipment. Its flagship product, Documoto, offers robust parts catalog authoring and publishing tools, a technical support library, and eCommerce capabilities. Documoto provides OEMs and asset-intensive industries a competitive advantage in capturing increased aftermarket sales and improving customer retention. Find out more at www.Digabit.com.

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