



SiteInfusion

SiteInfusion vs. "The Alternatives..."
 (please excuse our slightly irreverent wit)

Marketing Requirement	SiteInfusion™	Frames or Popups	External Links	Sending Content on CD's or otherwise
Brand image is showcased properly on retailer website	Yes, completely.	Yes, but you're commoditizing the product, and forcing every retailer to portray the same content, in the same way. Also, gray market dealers are given same tools to showcase product as are the authorized retailers.	The brand image isn't even on the retailer's website. Consumer has to link somewhere else to see it. Increasingly, retailers are waking up and refusing to do this. Not a good long-term strategy.	Disaster waiting to happen. Most retailers won't do anything with the content. Of those who do, many will mess it up. And even if everyone gets it right, it's outdated and needs to be redone as soon as there are any changes- which means almost immediately.
Accurate Product Information is provided to consumer, via retailer's website	Yes, completely. Plus the retailer has the ability to showcase specific lines, or specific products, to support their own merchandising strategy, and provide consumer with a shopping experience tailored to that store.	Yes, but makes the clear point that the brand is selling commodity merchandise. All that's left is price shopping between the authorized dealers and the gray market dealers. This strategy is a kick in the teeth to the authorized retailer.	Same as previous. External links are dying out as a solution, because retailers increasingly won't tolerate them.	Forget it. The product details will have changed before the post office has delivered the CD in the mail. A recipe for frustration, high costs, and poor results.
Within permissions set by the brand owner, and controlled by the brand owner, retailer given ability to vary prices, run items on sale, etc.	Yes, if the brand owner wishes to allow this capability.	No. All retailers look alike under this model. Including the gray market dealers. Authorized retailers are given nothing with which to distinguish themselves.	No.	Yes. Under this model retailers are free to interpret all aspects of the brand and product message, including pricing and other details themselves
E-commerce available to retailers, for their consumers.	Yes, as an optional extra. (Will only be appropriate for some brands.)	No. There is no help provided here by brand.	None whatsoever.	Retailer is on their own.
Every page of content can be co-branded by retailer.	Yes.	Yes.	No.	Yes, but remember the retailer doesn't know how to build websites, and will probably botch the attempt to showcase your brand. Also, remember that everything is out of date immediately.
Retailer can choose which products and which lines to showcase.	Yes. Complete flexibility, within permissions set by brand.	No. One size fits all.	No. One size fits all.	Yes. (If you trust them to display it properly.)
Scalable for future needs.	Yes.	No, this is as good as it will ever get.	External links are dying. They have no future.	This doesn't even cover present needs!