

## INGENUITY PRODUCTS AND SERVICES: eCommerce Search Solutions

### Overview

Ingenuity's eCommerce Search Solutions are search and visualization tools that can be deployed on your eCommerce website to enable your customers to use information about relevant biological and chemical systems and pathways to better design their experiments and select their reagents.

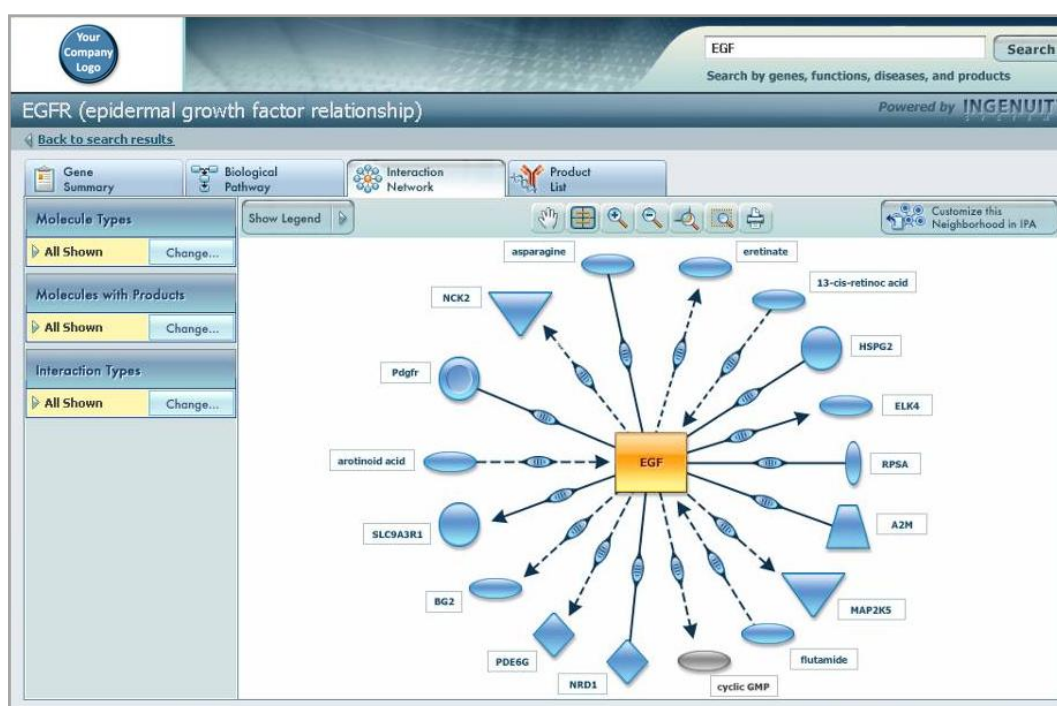
### Benefits

#### Organize and Manage Product Information

- Leverage the Ingenuity Ontology and synonym library to organize your product and catalog information, ensuring highly accurate and complete search results and an exceptional user experience every time.
- Place your RNAi, DNA, small molecule, antibody, expression, protein, metabolomics, and other products in their biological context.

#### Enhance Your Customers' Search Experience

- Never lose a sale because your customer did not know the exact name of the product in your catalog.
- Enable your customers to find the products of interest via user-friendly queries on gene/protein name, IDs, disease, function, species, tissue, pathways, or other contextual information.
- Use biological and chemical network searches to understand possible upstream or downstream experimental options and to control experiments.



#### Visualize Products in Pathways

- Allow your users to navigate from highly relevant search results to tens of thousands of dynamically generated pathway representations based on the products of interest.
- Overlay your search results on well-known canonical pathways to understand how a particular product fits in a pathway and what other related products are available.

#### Easy Implementation

- Deploy search and visualization solutions on your website using your existing eCommerce website and infrastructure.
- Maintain control of your branding and user experience.
- Maintain total control and flexibility to add, delete, and update your search solution and products in real time.
- Leverage Ingenuity Professional Services for an effective and efficient implementation.

To learn more, please contact [eCommerceSearchSolutions@ingenuity.com](mailto:eCommerceSearchSolutions@ingenuity.com).