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Alpha International
Profit from our Performance



Supply Selector

What is a supply selector?

An important part of X-tend is the supply selector: a module that is integrated into our customer website in the form of a search engine for supplies. The supply selector is a service that is offered to strategic and loyal customers of Alpha International.

What does the supply selector involve?

The supply selector enables users to visit a customer website and search for the correct cartridges for a specific printer based on the brand and type of printer. The end user then sees a list of the appropriate items, including standardised description (available in 4 languages), the stock position, associated products and the corresponding image.

What does this mean for you?

The supply selector ensures that you have constant access to a quality tool with complete and up to date content, accurate stock and price information. There is no need for you to update the content of these product groups. Moreover, the end user will always find the right products, thus maximising the conversion.

How does the supply selector work?

After the end user makes a number of selections, the appropriate information is sent electronically. Data is exchanged very rapidly in 'real time' based on XML files, which therefore gives the end user the sense of working in the reseller/retailer's environment.

Click [here](#) to view a number of frequently asked questions about the supply selector.