

Creating Your Electronic Catalog for eVA



What is eVA?

eVA is Virginia's online, electronic procurement system. This web-based vendor registration and purchasing system allows state agencies, colleges, universities and numerous local governments to use eVA to conduct all purchasing and sourcing activities for goods and services.



Types of Catalogs

There are two types of eVA catalogs:

- CIF (Catalog Interchange Format)
- Punchout



CIF Catalog

A Static or Hosted Catalog (a.k.a. CIF) is created using the Catalog Creator Tool and represents products or services of what a Vendor sells or chooses to feature.

Vendors without a website or whose website doesn't feature e-Commerce technology can start by creating a CIF catalog.



Punchout Catalog

A Punchout Catalog is a live web based catalog hosted by a Vendor which is linked into eVA. It provides a virtual ‘store front’ to eVA Buyers, allowing them to connect with and browse the Vendor’s site, shop and make selections, then transfer items back into eVA to complete the order process.

This is an ideal way for vendors to keep their style of branding while still offering their products to state agencies.



Punchout Catalog

Who Might Benefit from Creating a Punchout?

- Vendors who have or are interested in having a “shopping cart enabled” website, similar to popular e-commerce sites like Amazon, Target, etc.
- Vendors with large and/or frequently changing inventory and pricing
- Vendors that started with spreadsheet catalogs, have found success, and are ready to go to the next level
- Vendors that have or are interested in having any other automated systems tied to their existing e-commerce site, accounting or inventory systems for example (eliminates double entry)



Why Create a Catalog?

Be More Visible

There are more than 244 agencies, almost 968 localities, and over 12,000 eVA users!

It's Free Advertising!

Tell Buyers who you are and what you sell

Easy, Fast Ordering

Make shopping easier for your customers

- Buyers pick & click instead of typing

Help Buyers tell you exactly what they want

Receive orders faster

- e-Mail
- Fax
- Electronic

Make it Fit Your Business

You Choose How Buyers 'Shop' with You

- Connect to your website
- Show price list
- Ask to be contacted for pricing
- All of the Above



Basic Requirements

- Register on-line with eVA
- Register on-line with Ariba
- Convert a product list into a CIF format
or complete punchout development



FAQ's

- **What is Ariba?**

It is the 'backbone software' behind eVA. It is where your orders are routed and where catalogs are loaded

- **Does it cost anything to have a catalog in the eMall?**

No, but you must be a registered active eVA vendor and registered with Ariba.

- **Am I required to have a catalog?**

You are not required to have a catalog for non contract items. It can be required if you are awarded a Contract.

- **Can I have a Contract Catalog and a Non-Contract Catalog?**

Yes. Each Contract should have a separate catalog listing only the items under the specific contract. All Contract catalogs must be approved by the Contract Officer before being published on eVA.

Non-contract catalogs can contain all the items *not* under any contract.

- **Can I have a catalog available for use by a specific Agency?**

Yes. Each Contract should have a separate catalog listing only the items under the specific contract. All Contract catalogs must be approved by the Contract Officer before publishing.

Non-contract catalogs can contain all the items *not* under any contract.



FAQ's (continued)

- **The Expiration Date used in my catalog has passed. Is the catalog still viewable in the eMall?**
No. Once the Expiration Date passes the catalog is no longer viewable. You are not required to have an Expiration Date in a Non-Contract catalog. If there is no Expiration Date in the catalog it will remain viewable until it is removed from the eMall.
- **If I decide I no longer want my catalog in the eMall how do I remove it?**
Call the HelpLine at 1-866-289-7367 or email your request to eva-catalog-manager@dgs.virginia.gov
- **Can I update the pricing in my catalog?**
You can update the pricing (or any information) in your current catalog and have it reloaded. As long as you *don't change the name* of the catalog, one will replace the other. You can update your catalog as often as necessary. Send updated catalog directly to eva-catalog-manager@dgs.virginia.gov
- **I provide a service or I do not have specific pricing. Would a catalog still work for me?**
Yes, catalogs can be published for informative purposes only. Description example:
“ACME Janitorial Services. Office and Industrial cleaning services. Call 555-123-4567 for estimates.”



Tips to Remember!

- Always use the Catalog Creator Tool and all the Catalog Creation Help files available online
- Only use the tools provided by eVA such as the UNSPSC codes, the UOM, etc.
- Use plain English. Buyers often shop using keyword searching. Be careful using abbreviations such as prtr for printer
- Use Parametric Data; if you use television in your description, use tv in Parametric Data to enhance the search criteria
- Create a high spend 'Index' catalog in conjunction with your punch-out catalog to enhance the search criteria of your top selling items
- Remember the Expiration Date used in your catalog determines when it is no longer visible to buyers
- Maintain your catalog. Update regularly with current information and pricing.
- For questions or assistance, call **866-289-7367** or email the eVA Catalog Manager at eva-catalog-manager@dgs.virginia.gov