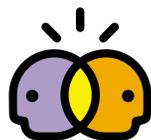


k

Knowledge Commerce Starts Here.



MindCrossing



MindCrossing. Increasing e-commerce in I-Marketplaces worldwide through the power of knowledge.

Whether it's an industry exchange, a corporate e-commerce site, or a B2C site, MindCrossing provides the knowledge infrastructure I-Marketplaces need to succeed. By delivering and managing high-value expert knowledge in real time, MindCrossing gives buyers the confidence they need to make complex, high-ticket purchases, while allowing sellers to maintain brand awareness, promote product differentiation, lower costs, and make their I-Marketplace the vital central hub of their industry.

MindCrossing also provides the powerful knowledge management and collaboration infrastructure users need to share information, inside a company or across an industry.

For industry experts, MindCrossing provides the perfect vehicle to offer the knowledge necessary for making sales: existing or new white papers, case studies, and other Intellectual Property, Q&A, and consultative services right at the point of purchase, 24 hours a day, seven days a week.

MindCrossing brings I-Marketplaces, sellers, buyers, and experts together in a seamless, hosted solution that doesn't make major demands on web site real estate, management time, or IT resources.

 **e^k. Increasing e-commerce with the power of knowledge.**

It's the new formula for success for I-Marketplaces worldwide.

If you manage an I-MARKETPLACE, MindCrossing creates a winning environment for both buyers and sellers.

Start making your I-Marketplace the central source for products, services, and information in your industry.

Whether the I-Marketplace deals with the products of one company or an entire industry, MindCrossing provides the infrastructure to deliver the relevant, real-time, high-value expert knowledge users and customers need to purchase high-value products with confidence and lower the overall cost of ownership.

Your sales go up, your costs go down and you get an efficient mechanism to provide product information, promote brand identity, and market additional products and services, without overburdening your IT resources.

The result:

- The entire industry begins to revolve around your I-Marketplace while you gain incremental revenue from expanding your product offerings to include expertise and services.



Putting the power of knowledge to work for leading I-Marketplaces.

Whether it is an industry exchange or a corporate e-commerce site, the electronic Marketplace is a concept whose time has come. But if an I-Marketplace is to succeed

it must satisfy the toughest customers and become its industry's central source for both sales and community.

With MindCrossing, sales increase. That's because buyers get the relevant expert knowledge they need to make complex purchase decisions exactly when and where they need it most—at the point of purchase. Sellers get the validation they demand and the assurance that they can retain their identity and their customer relationships by dealing directly, and dynamically, with customers.

The expert content delivered by MindCrossing brings buyers back and makes sellers more enthusiastic. And here's the best part—providing expert knowledge is not an expense for the I-Marketplace. On the contrary, it can become a major income generator.

Browse the minds of experts—inside and outside your company.

For an industry I-Marketplace, MindCrossing can deliver expert knowledge from consultants, analysts, experienced practitioners, and leading educational institutions, worldwide. For a corporate I-Marketplace, MindCrossing makes it possible for experts inside and outside the organization to offer their expert knowledge in a form that makes it easily accessible to both buyers and other employees.

Experts
Enter Here

Knowledge
Organizer

[The Marketplace](#)
[About Us](#)
[Site Resources](#)
[View Demo](#)

[Help](#)

Search Results- "pumps"

1. [ARO Air-Operated Diaphragm Pumps](#)
2. [Blackmer Positive Displacement Pumps](#)
3. [Gilbarco H111B Satellite Holeside Panel S/S](#)
4. [Bennett Electric Dual Dispenser](#)
5. [Gilbarco MPD-A3 Canopy Bracket \(Set of 6\)](#)
6. [Gilbarco MPD 1-3 Door CRS White Low Profile](#)
7. [Tokheim 162, 262 Dial Face Frame](#)
8. [Gilbarco H111B Door Cap 27" Aluminum](#)
9. [Tokheim 1150, 1250 Right Filler Strip](#)
10. [Tokheim 162, 262 Holeside W/O Totalizer Slot](#)
11. [Wayne 367, 377, 387 Door CRS White](#)
12. [Wayne Slide To Start Handle Inst. Decal](#)
13. [Bennett Mechanical Dual Hose Two Prod Suction](#)

Related Knowledge

- **Blender Technology Systems**
by Steven Murray
- **Find a Gas Reserve FAST**
by Tony Young
- **Fuel Dispensers**
by Betsy Gates
- **Maximize Thruput With Effective Equipment Choices**
by Louise Yamada
- **Mechanical Gasoline Dispensers**
by Josephine Mogas



RELATED KNOWLEDGE ON ANY CHOSEN PRODUCT CATEGORY is offered from a variety of internal and external industry experts, suppliers, partners, and researchers.



If you manage an I-MARKETPLACE:
THE POINT OF PURCHASE JUST GOT SHARPER. MindCrossing puts relevant, high-value expert knowledge where and when your users need it most, allowing buyers to “browse the minds of experts” while sellers maintain branding.

If you're an EXPERT, MindCrossing makes the most of your knowledge.

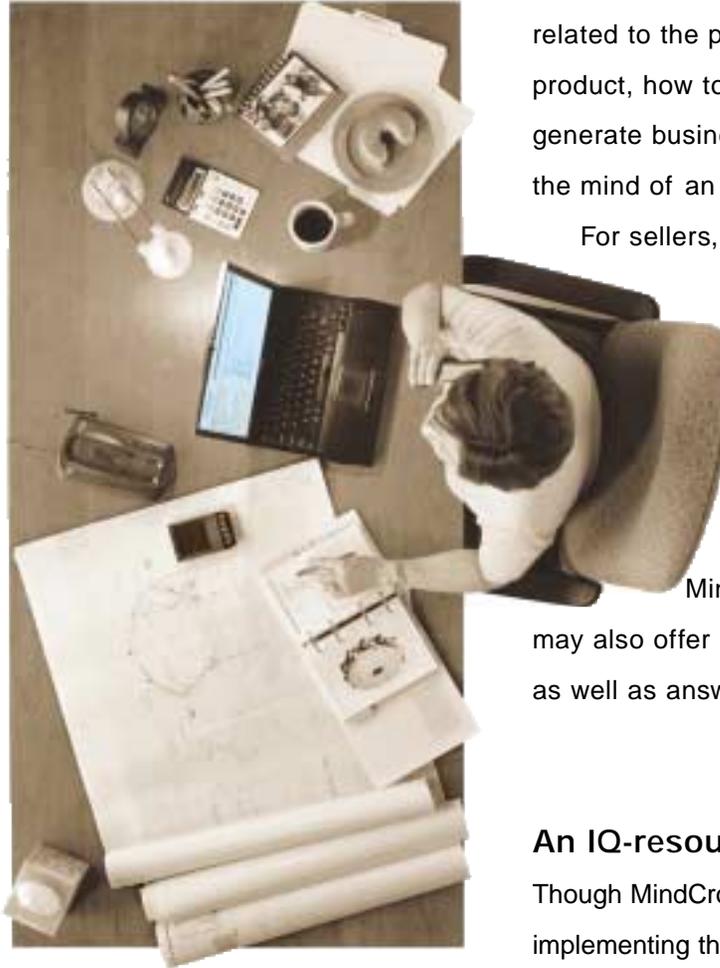
Whether you are an expert in your field or in your company, MindCrossing's knowledge infrastructure serves up your expertise and experience where it will do the most good.

Registering as a MindCrossing expert builds your income and your reputation. Registration is free and the rewards are generous.

We help you build your MindStore and then we deliver it to I-Marketplaces worldwide, 24/7. If you work within a corporate setting, making your expert knowledge available 24/7 in a MindStore leverages your value to the company and to the customer, while freeing you to focus your attention on new issues, new challenges.

The result:

- Put your expert knowledge in the hands of buyers, partners, and co-workers around the globe, instantly, effortlessly.
- Offer consulting work, articles, white papers, and more to new customers, new markets.
- Align yourself with leading universities and industry associations.



Not just questions, answers.

MindCrossing is not simply a list of resources who may or may not be available to answer customer questions. Instead, leading experts offer a wide variety of timely, professional “off-the-shelf” materials directly related to the products offered for sale—how to choose the right product, how to install the product, how to use the product, how to generate business value from the product. Buyers can literally “browse the mind of an expert.”

For sellers, the dynamic nature of the MindCrossing infrastructure lets you go beyond posting data sheets to offer interactive access to inside experts as well as independent third parties, including partners and VARs. The result is increased credibility, and improved customer retention.

In addition to offering Intellectual Property, MindCrossing experts, many available on an exclusive basis, may also offer industry forums, online surveys, and consulting services, as well as answer specific user questions.

An IQ-resource an IT professional can love.

Though MindCrossing offers a powerful advantage for any I-Marketplace, implementing the MindCrossing solution does not require major involvement of IT resources or web site real estate. MindCrossing is a turnkey, outsourced solution with all MindCrossing interactions hosted on our servers and co-branded to be transparent to your users.

**EXPERT
CREDENTIALS
AND USER
RATINGS**

let users
choose the
right expert
for them.

**INTELLECTUAL
PROPERTY
IS EASILY
ORGANIZED
AND MADE
AVAILABLE FOR**

SALE or as a
free customer
service, 24/7.

Aberec MindStore: | Files:12 | Bookmarks: 2 | Items For Sale: 5 |

back | login

Louise Yamada
Ask Me a Question
I have over 15 years of experience in the gasoline products and services industry. I am currently the President of The Fuels Marketer, and I operat...
Detailed Profile

This MindStore's Rating

😊	20%
😄	50%
😐	20%
😞	10%
😡	0%

Rate Me | View Comments

Other Features of My MindStore

- Participate in my forums
- Take one of my surveys
- View my Frequently Asked Questions
- Tell a Colleague

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Maximize Thruput With Effective Equipment Choices

Find the best way to increase profits in your service stations and C-stores

expand all | collapse all

- Convenience Stores
 - Credit Card Equipment Upgrades
 - Impact of Pay at the Pump on the C-Store Business
 - Maximizing Thruput With Correct Equipment Choices
 - Primary and Secondary Recovery
- Fuel Pumps
 - Gasoline dispensers by Gilbarco, Tokheim, Wayne and Bennett
 - Amine3.jpg
 - Pressure Equipment.jpg
- Industry Leaders
 - ExxonMobil
 - Conoco Crude Oil Price Bulletin.jpg
 - Quarterly Reports
- Service Stations
 - The Demise of the Service Bay
 - Service Bay Upgrade Processes.ppt
- Station Equipment
 - Pump A New Kits.jpg
 - Proper Hose Diameter
- Dan Elsworth



If you're an EXPERT:

MINDCROSSING LETS EXPERTS OFFER ARTICLES, WHITE PAPERS, how-to guides, best practices, consulting documents and more to new buyers or corporate customers, worldwide. Experts can also answer questions, conduct forums and surveys, or offer consulting services.

Put knowledge to work in your organization.

CREATE HIGHLY ORGANIZED, EASILY ACCESSIBLE KNOWLEDGE COLLECTIONS

of electronic information, including files (documents, images, video, audio, CAD, etc.), bookmarks, and email addresses.

COLLABORATE: Use MindCrossing's hosted collaboration infrastructure, MindCircles, to share information, participate in discussions, and conduct online surveys.

Aberec

knowledge organizer

Where would you like to start?

- Create / Manage Collections**
 - Store your files, documents, bookmarks, and email addresses in one spot
 - Share your collection with people who need specialized information
- Create a New MindStore**
 - Use the MindStore Wizard to build an expertise storefront.
 - Market and sell your know-how to people who need it
- Collaborate Using MindCircles**
 - Set up a knowledge-sharing community
 - Create discussion forums and group collections
 - Share files, documents, and bookmarks
- Ask / Answer Questions**
 - Ask top experts your specific questions
 - Become an expert to let people ask you
 - Search our Q & A archive for real solutions
- Search the MindStore Directory**
 - Save research time by viewing focused information
 - Benefit from shared knowledge of experts in a variety of fields
- Manage Your Account**
 - Update your registration information
 - Change your preferences
 - View your purchase history and look at detailed reports

From now on, go directly to the page I choose here.

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MINDSEARCH: Our next-generation search tool "learns" from past queries to produce more relevant results from your own private information, shared information, or the Internet.

KNOWLEDGE ORGANIZER is an invaluable set of proprietary search, collaboration, and communication tools all in one place—your desktop.

Share knowledge through secure virtual communities.

Aberec Collections Questions **MindCircles** My Account Search
My MindCircles | Create a MindCircle | MindCircle Directory

help | logout

Welcome
Louise Yamada
Tell a Colleague

My MindCircles

Listed below are the MindCircles you manage, followed by the MindCircles in which you are a member. You will see a message below this paragraph if you have any members waiting for approval to join one of your MindCircles. Click on a MindCircle's title to view and/or participate in its discussion forum.

You manage 1 MindCircle.

Desktop Publishing
Description: Here we will share knowledge to maximize desktop publishing efforts
Email: lyamada@newproducts.com
Tools: [Edit] [Members / Invite] [Transfer / Delete]

You are a member of 2 MindCircles.

Processor Information Network
Description: Share your knowledge of processors and related hardware
Email: dwilmot@mindcrossing.com
Tools: [Edit] [Members / Invite] [Transfer / Delete]

High End Routers
Description: Sharing information on the world of routers
Email: rbettes@stanford.edu
Tools: [Edit] [Members / Invite] [Transfer / Delete]

*READ/WRITE
ACCESS
PUTS YOU IN
CONTROL.
Use MindCircles
to keep knowledge
private, share
with specific
groups, or share
with the world.
Conduct online
forums and
surveys with
members
of your team.*

MINDCIRCLES allow you to build
online communities to share
information and collaborate effectively.

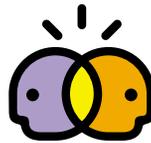
We call it Knowledge Commerce. You'll call it essential.

MindCrossing provides the infrastructure that allows I-Marketplaces to increase e-commerce with the power of knowledge. MindCrossing's systems, tools, and online facilities also facilitate the dissemination and management of knowledge among teams within corporations, communities, organizations, and associations.

●
If you manage an I-Marketplace, the best time to talk to MindCrossing is right now.
Before the next buyer comes to your site. Before the next competitor enters your space.

●
If you're an expert, the best time to learn more about MindCrossing is right now.
So your articles, reports, and white papers can start earning money, instead of gathering dust.

●
For complete information on how MindCrossing can work for I-Marketplaces and experts,
call us at 1.800.372.4405 or visit us at www.mindcrossing.com.



MindCrossing

Knowledge Commerce Starts Here.