

Channel DRIVER™

the multifunctional on-line tool

INTRODUCING CoreXpand's *Channel DRIVER*, the multifunctional on-line sales and marketing tool that builds loyal customers and increases sales.

AS YOUR E-COMMERCE SOLUTION, Channel DRIVER will enable you to create individualized e-commerce catalogs that address customers' specific needs, communicate with them one-on-one, and offer all the supplies they need in one place. When CoreXpand becomes your technology partner, we will help you implement Channel DRIVER as the e-commerce portion of your Encompass Print Management program. Channel Driver will help launch your program quickly and cost-effectively, as well as hold operational costs down as your print management business grows.

FOR YOU, Channel DRIVER will offer the following benefits:

- Increase your bottom line by decreasing processing costs for supply orders
- Increase time available for outbound calls to new prospects, while reducing time spent processing orders via phone
- Increase your win rate for RFP's with e-commerce components
- Interconnect and streamline processes with your customers
- Increase sales through Channel DRIVER's many sales & marketing features

FOR YOUR CUSTOMERS, Channel DRIVER will provide the following benefits:

- Simplify their supply ordering process
- Save time and reduce mistakes
- Provide access to key supplies from one common interface
- Automate their order approval and reporting processes
- Provide them with more ways to order from you

GETTING STARTED Through all its many programs and features, Channel DRIVER will help you become your customers' one source for ordering, which will greatly enhance your ability to produce in today's marketplace. Best of all, Channel DRIVER requires *little to no effort on your part*: we provide the tool and the experienced team to do the job. Contact your CoreXpand™ representative today for a free personal demo of Channel DRIVER, the multifunctional on-line tool.

CHANNEL DRIVE PROGRAM S

Review these feature sets to determine which .

SINGLE CATALOG LEVEL

The Single Catalog Level is for the dealer who only wants one e-commerce catalog. It is simple and easy to use, pre-set with the products your customers want, and attaches easily to your web site.

Key Features:

- Branded, pre-set, e-commerce master catalog that attaches to your existing web site
- Ability to set catalog-wide pricing margins
- More ways for your customers to order

MULTI-CATALOG LEVEL

The Multi-Catalog Level is for the dealer who doesn't need all the functionality, flexibility and automation of the Enterprise Level, but who stills needs more than the Single Catalog Level offers: like the ability to create multiple e-commerce catalogs that are branded and priced for each customer. With this level, the dealer starts with a branded, pre-set, e-commerce master catalog—like the Single Catalog Level—and then duplicates and customizes it for each of his outlets and customers.

Key Features:

All the features of the Single Catalog Level, plus

- Duplication of master catalog, making it brand- and price-specific for each outlet
- Ability to show or hide products from pre-set list
- Automated, all-inclusive supplies for MFP service contracts, unique for each customer

ENTERPRISE LEVEL

The Enterprise Level is for the dealer who understands that all customers are not alike, and that they need individual attention if you're going to grow and retain their business. This level is designed for advanced flexibility, functionality and automation. CoreXpand and their experienced team will provide premium support to help implement and maximize your online sales and marketing opportunities.

Key Features:

All the features of both the Single and Multi-Catalog Levels, plus

- Pre-sale assistance
- Post-sale configuration consulting

ER E-COMMERCE SELECTIONS

Program Level would best fit your dealership.

- Ability to create and manage multiple e-commerce catalogs, programs, and supply centers
- Ability to activate customer-specific product, pricing, payment and shipping methods
- Integrated incentive and marketing programs to drive sales and loyalty
- Ability to integrate catalogs from key suppliers into master catalog
- Ability to meet individual needs of customers' workflow and order approval processes
- Ability to interconnect with customer procurement systems, such as Ariba, Oracle and SAP
- Ability to integrate Channel DRIVER with your accounting and wholesaler order fulfillment systems
- Automated user log-ons within a customer's intranet or internal network
- Set controls for user and product checkout routines
- Automated order history and shipping status updates

Channel DRIVER™

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- Catalog-for-ONE™**
- Online Marketing Programs**
- E-commerce Options**
- Your Supply Center™**
- Data Interconnectivity**
- Data Capture & Reporting**
- Experienced Support Team**
- System Enhancement**
- Total Automation**

CHANNEL DRIVER E-COMMERCE PROGRAM SUMMARY

Feature Category	Description	Service Level		
		Single	Multiple	Enterprise
Basic				
Single, Branded E-Commerce Catalog	Dealer gets an e-commerce master catalog that is pre-loaded with pre-negotiated supplies and products.	X	X	X
Multiple E-Commerce Catalogs, with Unique Branding and Pricing	Dealer can duplicate his master catalog and make it brand- and price-specific for each outlet or customer.		X	X
Advanced				
Flexibility, Functionality, Automation	Dealer has the flexibility to customize each e-commerce catalog with suppliers, products, line item pricing, payment methods and user spend controls.			X
Required Features for Many RFP's	<ul style="list-style-type: none"> • Set filters that control the products and pricing users see. • Users may log onto a web site and automatically be logged onto dealer's supply center. • Pre-set user-limits on purchases, and handle order approvals with one or many levels. • Interconnect and exchange data with customers' systems (punch out to Ariba, etc.). • Generate reports on user order history, order status, spend allocation, products, departments, cost centers, etc.. 			X
Marketing and Incentive Programs	Get the tools to develop incentive and marketing programs for online frequency, rebates, coupons and promotions.			X
Dealer Administration Controls				
E-Mail Communications	Receive e-mail communications for orders, service, status, etc.	X	X	X
Customization	Dealer admin has ability to customize look and feel of a site, as well as its welcome message and global pricing margins.	X	X	X
Order Reports	Reports can be generated on demand to view order details.	X	X	X
Product and Price Management	Show or hide products and pricing from master list to be viewed on supply catalog.		X	X
Multiple Payment Options	Dealer can set unique payment options per customer program, catalog or custom supply center (e.g, credit cards, P-cards, purchase orders, department codes, cost centers, points, coupons, pre-assigned budgets or combinations thereof).			X
Tax and Shipping Methods	Dealer can set tax and shipping methods, as well as rates, per customer program, catalog or custom supply center.			X
Advanced Reporting and Data Management	Dealer can assign permissions to users to access advanced reporting and data management. Data can be downloaded and uploaded via file designation (e.g, products, pricing, users, reports, etc.), as can online report summaries.			X
Integration and Data Passing				
Interconnectivity and Data Passing	<ul style="list-style-type: none"> • Automate the passing of line item order data to suppliers who drop ship. • Automate the passing of order data to dealers' accounting and operating systems. • Punch out to customers' procurement systems. 			X
Support and Consulting Services				
Basic Support	Dealers can contact CoreXpand for web-based training and support via e-mail and phone.	X	X	X
Premium Support	Dealers will get advise and support to help implement and maximize online sales and marketing opportunities.			X
Sales Support	Dealers can have an experienced CoreXpand team member demonstrate and help educate key customers via Web-X conferencing.			X
Software Investment Options				
	One Time Set-up & Activation Fee:	None	250	1200
	Monthly Fee:	100	325	750