

coreXpand™ Success Stories

Corporate Images

Founded in 1988, Corporate Images has grown to be one of the top, highly awarded, promotional products companies in the nation. Recognized in 2008 in the *Inc 5000* and recipient of several Gold Pyramid awards from the prestigious Promotional Products Association International, Corporate Images is recognized for innovative, highly effective and creative promotional campaigns. They design, manufacture and distribute over 300,000 promotional product SKUs for large corporations nationwide.



“CoreXpand is in the forefront of the company store technology. With the modular system, it is very easy to develop and create exactly what your client is looking for.” - **Rick Palmer, Vice-President of Sales, Corporate Images**

As the company grew and the industry expanded, Corporate Images found a challenge in managing the custom needs of their clients. They needed an e-commerce solution that was flexible, scalable and repeatable. In addition, the system needed to allow custom modifications as needed for their clients. Faced also with an ever-increasing need to streamline operations and cut costs, designing an internal system to suit their needs was not justifiable.

Channel Driver™ - a simple yet powerful way to manage suppliers, customers, catalogs, client company stores and pricing in one convenient interface - became the solution that Corporate Images implemented. “CoreXpand is in the forefront of company store technology,” says Rick Palmer, Vice President of Sales for Corporate Images. “With the modular system, it is

very easy to develop and create exactly what your client is looking for. The flexibility of the CoreXpand system really gives you a tremendous ability to flow with what the client needs and with how the client’s needs change.”

Revenue Growth & Operational Cost Savings

Since 2002, Corporate Images has been creating and developing company stores for



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top clients such as Sunkist Growers, THX, AAA Travel and HealthNet. With multiple, highly effective store fronts that produce over \$500,000 annually, Corporate Images has used the CoreXpand system to help the company revenue grow and has implemented strategies with the system to streamline operations and reduce costs. “We’ve saved a tremendous amount of time and effort,” says Palmer. “The AAA Travel company storefront saved over 25% of personnel time and eliminated human error in order entries after integrating the CoreXpand order downloads into our internal operating system.”

Flexibility to Adapt and Personalize a Solution

With the flexibility that the CoreXpand e-commerce solution provides, Corporate Images has been able to tackle very complex client requirements quickly and efficiently. They’re also able to design and implement custom solutions for key accounts. “One of the major things is the flexibility and the ability to create a store that functions the way the client wants it to function - whether that is within the flexibility of the various modules, or whether it’s the bringing on of customer software or custom programming for a specific client,” Mr. Palmer explains. “For example, the storefront for Sunkist Growers required an extremely complex array of login procedures, and CoreXpand created a perfect, streamlined solution.”

Client Solutions & Customer Satisfaction

On multiple levels, Corporate Images has been able to serve the needs of their clients utilizing CoreXpand solutions. Each client is unique in its individual needs. **Here are a few examples of solutions implemented using the Channel Driver system:**

“CoreXpand created a perfect streamlined solution.”
- Rick Palmer,
Vice-President of Sales,
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Oaks Christian School

Oaks Christian School approached Corporate Images with the need for a solution to manage their storage and growth challenges. The local regional school had a small on-campus store for the student body to purchase uniforms, customized merchandise and special events attire. As the student body grew, it became overwhelming to manage



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selling the uniforms in the allotted space and storage on campus. With the CoreXpand solution, Corporate Images created a store loaded with campus store inventory and moved the fulfillment of the products to the Corporate Image warehouse facility. For on-site purchase, the campus maintains a manageable amount of inventory in the campus store. Because of the efficiency of the e-commerce store provided by CoreXpand, Corporate Images can receive and fulfill orders directly and on the same day. Oaks Christian School storage needs were cut more than 75%, and they no longer have out-of-stock inventory concerns. In addition, the student body is able to organize events with custom merchandise and have the orders processed quickly and efficiently online.

Sunkist Growers

Sunkist Growers was looking for a solution that could handle a complex purchase order approval flow procedure. Their system needed to handle a multiple verification process and, based on the login criteria, serve up products and pricing based on the user access rights. A company store was created using CoreXpand's **Channel Driver** system, and some simple protocols were set up to handle the complex login procedures. The solution resulted in a streamlined order process, resolved accounting discrepancies, and eliminated lost order concerns.

“In over eight years of doing business with CoreXpand, we’ve never had any problems with down time.”

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THX

THX wanted a company store that, based on the user's credentials, provided merchandise, uniforms and employee incentive rewards. The project required several layers of entry filters and payment methods, including purchase orders, invoices, credit card payments, p-cards, points incentives and gift certificates. “The flexibility and all the features of the CoreXpand solution made it a success for the client,” comments Mr. Palmer. “Obviously the product works and the client is happy with it. As the client's business model changes, we can just as easily update the stores.”

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The collage displays five distinct e-commerce interfaces:

- Top Left:** A website with a navigation bar including 'HOME', 'MY ACCOUNT', 'VIEW ORDER', 'CHECKOUT', and 'SEARCH'. A sidebar on the left lists product categories like 'STORE HOME', 'PRODUCTS', and 'PRODUCT MALL'. The main content area shows a 'Welcome' message and a shopping cart summary.
- Top Right:** 'Hⁿ COMPANY STORE' with a 'Health Net' logo. The navigation bar includes 'HOME', 'VIEW ORDER', and 'SEARCH'. The shopping cart shows 'Item Qty: 1' and 'Item Subtotal: 0.58'. Product categories like 'Apparel', 'Child Items', and 'Desktop Accessories' are visible.
- Middle Left:** 'OAKS CHRISTIAN SCHOOL' website. The navigation bar includes 'HOME', 'MY ACCOUNT', 'VIEW ORDER', 'CHECKOUT', 'SEARCH', and 'HELP'. The main content area features a 'CAMPUS STORE' section with various school-related items.
- Middle Right:** 'Sunkist' website. The navigation bar includes 'Home', 'My Account', and 'View'. The main content area displays product listings for 'Oranges', 'Lemons', and 'Cranefruit'.
- Bottom Center:** 'THX' website. The navigation bar includes 'HOME', 'MY ACCOUNT', 'VIEW ORDER', 'CHECK OUT', 'SEARCH', and 'HELP'. The main content area features a 'THX BLUE LED FLASHING PIN' with a price of '\$3.99 ea.' and an 'Order' button.
- Bottom Right:** 'CUSTOMER MATERIALS' website. The navigation bar includes 'Home', 'My Account', and 'View'. The main content area displays various customer materials like 'ARTWORK III CD' and 'Sunkist' products.

Security, Reporting and Uptime... Plus All the Features

Security, reporting and uptime were essential requirements of Corporate Images. Using a PCI-compliant, cloud-based SaaS (Software-as-a-Service) solution provided Corporate Images with all these important features, without having to invest in an IT infrastructure



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to support it. “In over eight years of doing business with CoreXpand, we’ve never had any problems with down time,” affirms Mr. Palmer. “The design and reporting modules and how the system is continually being updated are also great benefits. We can go into the Store Manager and look at the overview reports, try to get trends via product, via store product and function - even via the login history”

Into the Future: New Horizons

In a time where companies are focusing on new technologies to lower operating costs and access new channels of revenue through e-commerce, Corporate Images is leading the pack with CoreXpand solutions as a solid foundation that has proven to lower operating costs, for themselves as well as their clients, and adapt quickly to the changing custom needs of their clients. New stores are continuing to grow rapidly and can adapt quickly. Working with CoreXpand, Corporate Images is continuing to grow in existing markets and expanding daily into new markets.