



Nancy Johnson of Bright Horizons

Nancy Johnson is Director of Supply Management for Bright Horizons, the largest, client-supported childcare provider in the world. Nancy became acquainted with CoreXpand when a potential supplier was having difficulty providing what she needed, and so referred her to us. We immediately came in and gave her a demo of our Channel DRIVER tool. What CoreXpand brought to the table that the supplier could not was knowledge of the supply chain world and technical expertise.

"The supplier had products I liked, but they came with strings attached: I hated their technology. What we needed was the ability to create an on-line, in-house retail shopping experience that would be intuitive, simple, visual, quick and unified. CoreXpand was able to give us that in spades.

"CoreXpand set up our site in a matter of days, with features such as a keyword search engine that uses language specific to Bright Horizons. CoreXpand provided the front end to our back end, making the perfect online marketplace.

"I love all the features CoreXpand gave me, like vendor diagnostics and solid beta testing. They really understand retail. They cut through all the confusion and got to the heart of my problem: how to give my users the simplest, easiest, most satisfying shopping experience possible. CoreXpand got it.

"CoreXpand has become the corner piece of my supply system now. What amazes me is how quickly they were able to create what I visualized. Usually I have to work with big, clunky companies that take days to return with an answer to a problem; but not CoreXpand. They took my ideas and quickly tweaked and modified them into a front-end look that mirrors my company's culture, as well as its language." Nancy also noted that she was impressed with CoreXpand's flexibility and willingness to experiment.

Nancy had almost nothing negative to say about her experience with CoreXpand. The one thing she did mention was a technical issue that has since been resolved. She asked for a

keyword search engine that was more dynamic, so if a user needed an ink jet cartridge, for example, he wouldn't have to type in all the words and spaces before it finished them for him: in other words, something more intuitive. But she's quick to point out that she loves being able to create keyword parameters herself, and that the lack of intuitiveness in that one function was not representative of the overall system.

Nancy has not heard one negative thing from her users about the Bright Horizons shopping experience. Part of this may be due to the fact that the Channel DRIVER engine has not replaced anything that was previously in place, but has rather added another level, or overlay. And that overlay is very simple and easy to use - as if it were mere "window dressing," as Nancy calls it, providing the front end to their back end. She also says that Channel DRIVER has been very easy to explain to users. Even though CoreXpand provides an online training guide, it has not been needed, as the tool is so easy to understand just by using it.

Nancy is now a vocal supporter of CoreXpand, and is excited about the future potential of Channel DRIVER and Bright Horizons. She looks forward eventually to incorporating all her vendors into the Bright Horizons Mall, as it's called, and using even more of the Channel DRIVER features. Among the features she wants to take advantage of are its interconnectivity, which she says her vendors presently do not have; and its reporting system, which she says her vendors now have to supply themselves. She also complements the CoreXpand team for their knowledge, technical expertise and helpfulness.

Nancy has to broker many suppliers to her 500 plus childcare centers; but CoreXpand has made her work simpler, easier and more enjoyable. She believes CoreXpand will continue to be a good fit for Bright Horizons because of Channel DRIVER's ability to aggregate so many different and unrelated products and vendors into one system. In addition, her business typically has a lot of maverick spending and wrong branding. Channel DRIVER curtails all that by providing uniform controls, as well as creative ways to market and promote that are also uniform for all users.

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