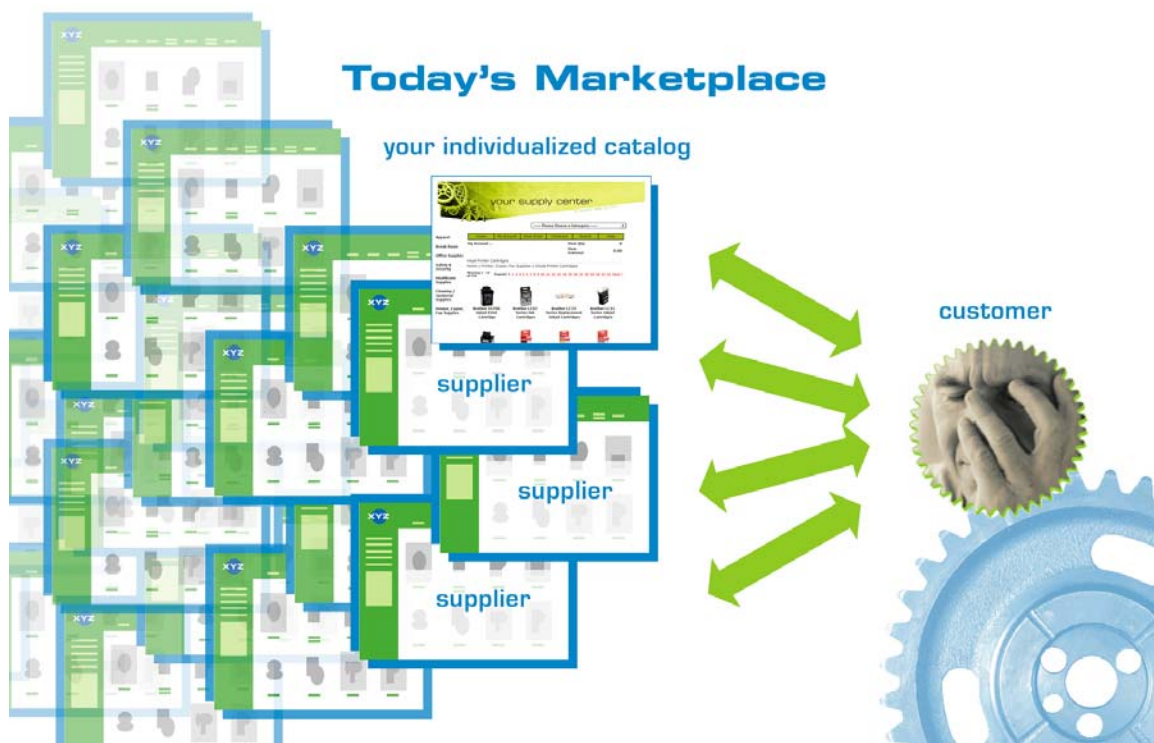


*Introducing the Competitive Advantage of*

# Channel DRIVER™

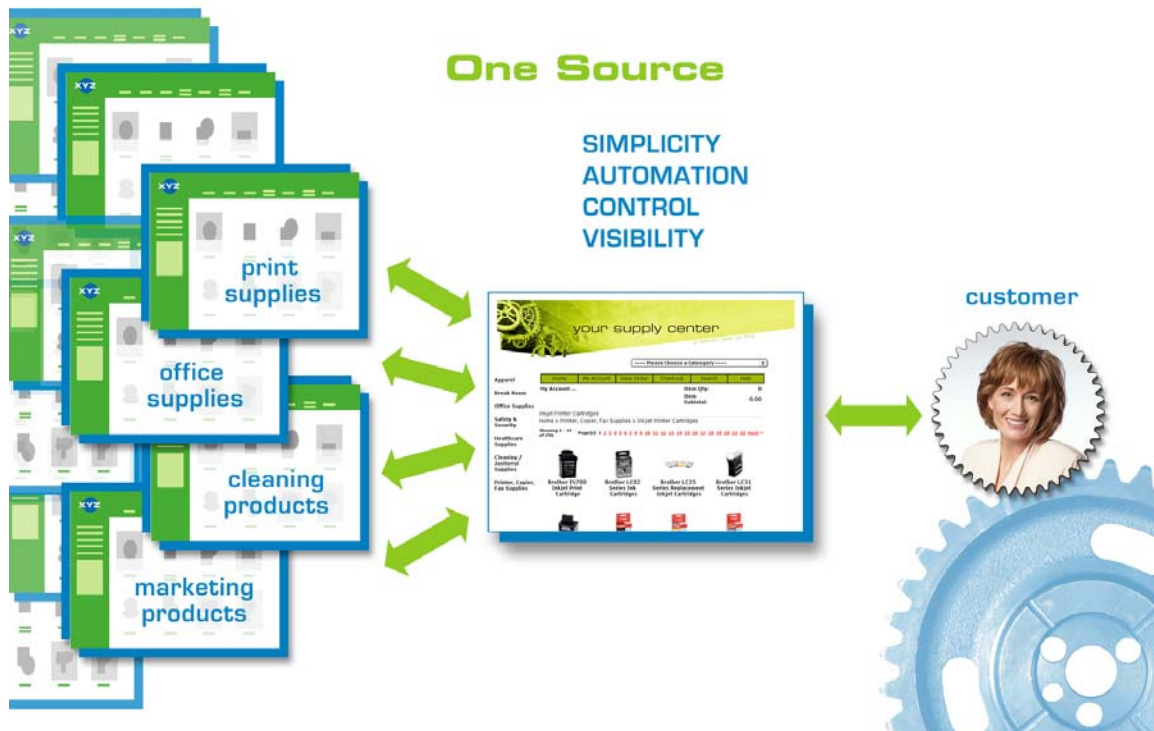
*All you need to become your customers' One Source*

**Today's marketplace** is more crowded, competitive and chaotic than ever. You may find that your customers—whom you thought were loyal to you—are going to your competition to buy their supplies. One reason may be price; but, more likely, they just find it easier to order from someone they're already buying other products from. Ideally, they would like to have *one source* for everything they need. How can you become that one source and gain an advantage over your competition? By letting **Channel DRIVER™** create individualized e-commerce catalogs for you that speak to your customers one-on-one and offer all the supplies they need in one place.



**Channel DRIVER** is the multifunctional on-line tool that builds loyal customers. When we become your technology partner, we will use Channel DRIVER to create individualized, e-commerce catalogs, called *supply centers*, which reflect each of your key customers' needs for products, pricing, workflow and reporting. These supply centers are simple and easy to use, and

will showcase your products in a way that is most meaningful for each customer. Other features help integrate your sales and marketing programs into one automated system, so you can penetrate your market even further and connect with your customers even more personally and directly. Best of all, Channel DRIVER requires little to no effort on your part. You'll have more time to focus on selling because we provide the tool and the experienced team needed to do the job.



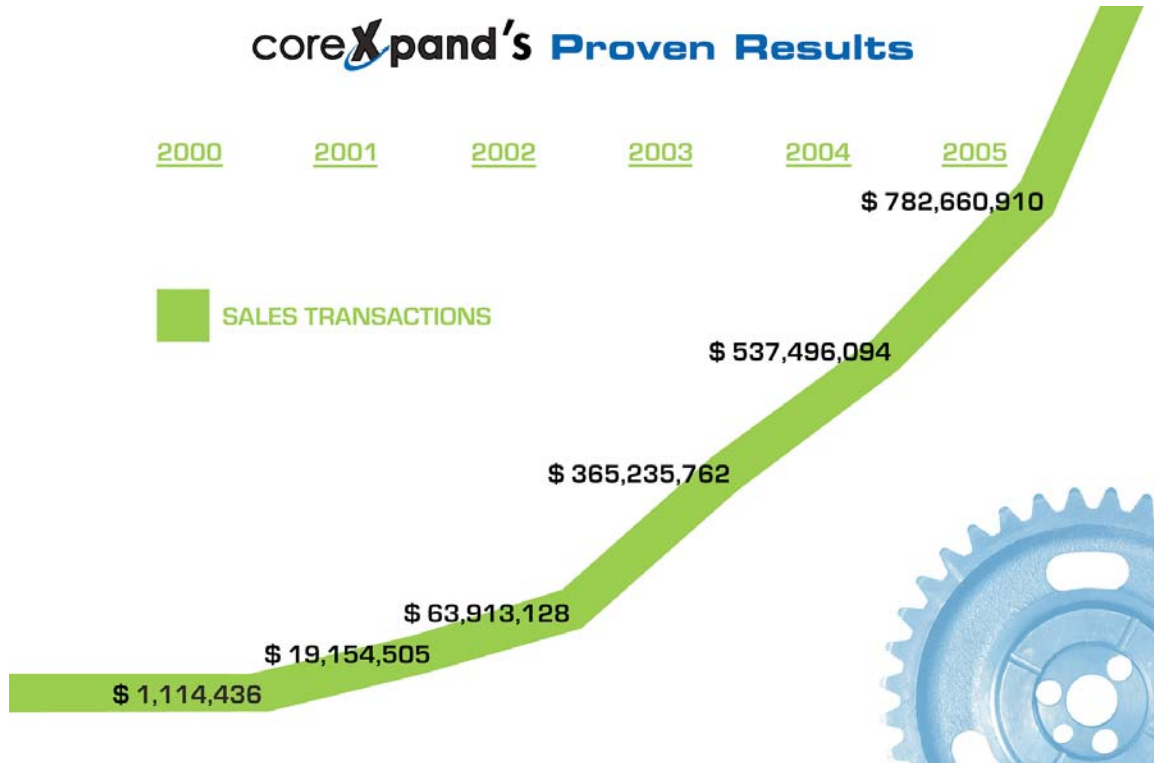
**For your customers,** Channel DRIVER will *simplify the product procurement process* by organizing all their supplies and products into one customized web site. This will give your customers centralized ordering, as well as user, product, supplier and data management. They'll have one source for everything they need, and it will be right at their fingertips. Channel DRIVER will also *automate your customers' processes and interconnect their data systems*, streamlining the flow of information from one system to the next. It will let your customers set authorization, viewing and pricing filters that *control* what users see and access, as well as their spending levels and budgets. And it will let your customers see their entire supply chain in a *single view*, giving them access to reports that track, measure and improve the way they spend money, as well as how their resources move through the system.

**For you,** Channel DRIVER will help *build a loyal customer base*, as your customers realize how you've simplified their ordering process, improved their system and reduced their costs. It will *increase your sales*, not only through its ease of use, but also through its many sales and marketing features, such as e-mail campaigns, as well as special promotions, like frequency rewards, incentive points and coupons. Channel DRIVER will *reduce your costs* because you will no longer be dependent on more expensive ways of marketing, such as printed catalogs. And it will *increase your exposure*, as you multiply the venues selling your products. Through Channel DRIVER, you will become your customers' one source for ordering, which will greatly enhance your ability to produce in today's marketplace.



**Channel DRIVER is offered by CoreXpand™**, the industry leader in on-line catalog marketing. Founded in 1999 in Atlanta, GA, CoreXpand has over 13 years of previous experience in the distribution industry. We understand what it's like in today's marketplace, and the needs that must be met to ultimately serve the customer. Our desire is not to sell our customers technology, but to be their technology partner, in order to help them expand their core business capabilities and achieve the results they need. Currently our Channel DRIVER tool is running over 2,000 on-line programs for small businesses as well as global corporations—many of them Fortune 500's. We have built a solid record of success that validates the business community's acceptance and use of Channel DRIVER—as our growth figures indicate. Last year, CoreXpand processed almost

\$800 million in on-line sales transactions. We did this by providing our customers with an on-line tool that increased their sales, contained their costs and efficiently managed their channel programs. We can do the same for you.



**To get started** with Channel DRIVER, contact CoreXpand's sales department at **1-800-226-0834** or [bizdev@corexpand.com](mailto:bizdev@corexpand.com). Call today for a free webinar by one of our experienced business analysts.