

# Channel DRIVER™

the multifunctional on-line tool

**TODAY'S MARKETPLACE** 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.*

**INDIVIDUALIZED CATALOGS** 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, to penetrate your market even further and connect with your customers even more personally.

**FOR YOUR CUSTOMERS** Channel DRIVER will *simplify the product procurement process* by organizing all your customers' 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 will have one source for everything they need, and it will be right at their fingertips. It will also *automate their processes and interconnect their data systems*, streamlining the flow of information from one system to the next. And, it will let your customers set authorization, viewing and pricing filters for *more control*, as well as allow them to see their entire supply chain in *a single view*.

**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. It 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.

**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.