



TradeCentric

CASE STUDY

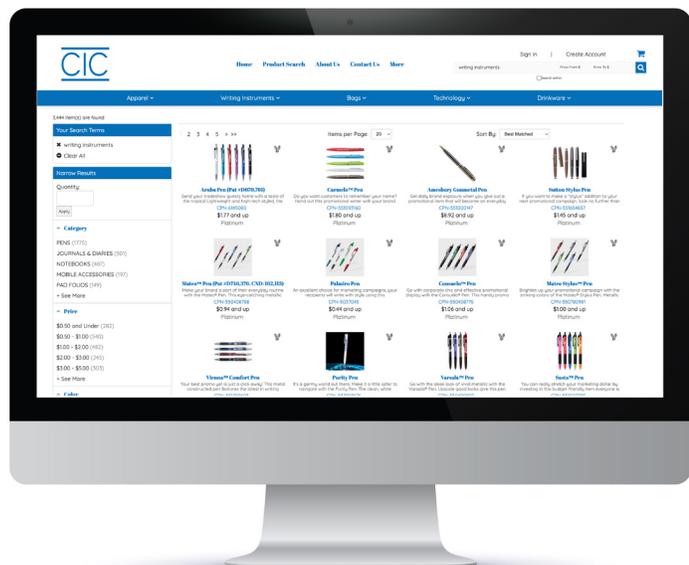
Industry:
**DISTRIBUTION/
WHOLESALE**

Corporate Imaging Concepts Gains Competitive Advantage with TradeCentric

EXECUTIVE SUMMARY

The promotional products industry is heavily saturated, with more than 19,000 companies represented in the sector. As an industry leader, Corporate Imaging Concepts (CIC) needed a solution that would both grow their business and maintain their top market share. The company identified integrated Punchout catalog capabilities as an opportunity to bolster their presence within their customers' eProcurement system. Not only would this increase product visibility for their customers, but it would also make it easier and quicker for buyers to purchase.

CIC worked with TradeCentric to find a scalable solution that would allow them to connect with customers easily and realize an increase of over 50% in sales growth each year through the eProcurement channel.



INTRODUCTION

Corporate Imaging Concepts (CIC) is a promotional distribution company that makes it easy for customers to purchase branded promotional products, uniforms and incentive awards by providing Punchout catalog capabilities using TradeCentric's Platform. CIC offers customers access to fully customized online shops free of charge. Customers do not pay fees for development, maintenance or merchandise warehousing. As a top 30 distributor, CIC welcomes the opportunity to understand the needs and challenges of each customer to determine how their suite of custom solutions might best support their merchandise needs.

COMPANY STATS

- Top 30 sales rank out of 19,000 industry competitors
- Recognized as a top 20 Best Places to Work
- Design and development for over 600,000 items

THE CHALLENGES

Early in 2014, CIC identified that to grow their business and remain competitive, it was critical to offer Punchout catalog capabilities and have a presence on their customers' eProcurement systems. While setting up their first buyer integration, it became apparent that establishing a connection with customers on various eProcurement systems was complex and time-consuming. It was difficult to test the integration and onboarding took several months. CIC needed to find a scalable solution that would allow them to integrate easily and quickly with their customers in order to secure a spot for their catalog.

Leading companies from around the globe have adopted eProcurement technologies and spend management solutions to streamline the procure-to-pay process. Once buying organizations have successfully implemented the technology, it's critical that they integrate their top sellers within their eProcurement platform to track spend and reduce manual processes.

“ In listening to customer feedback, we identified that it was critical to offer Punchout capabilities and have a presence on our customers' eProcurement systems in order to secure and grow our business and remain competitive within our industry. ”

– Brian Abrams

Seller integration is the number one problem for buying organizations after they have implemented the technology. Sellers are challenged by their customers to make the decision to offer a B2B Punchout catalog and figure out how to integrate with the assorted eProcurement systems they are using.

Each eProcurement platform communicates using a different protocol; some use cXML whereas others use OCI. Buying organizations have different requirements on the information they can accept, such as special UNSPSC codes and units of measure. This makes it challenging for sellers to fully integrate in a timely fashion.

THE SOLUTION

CIC needed a solution that provided Punchout catalog capabilities within their existing LEIF™ eCommerce application. After researching multiple options, including evaluating internal resources to build out the technology and partnering with a third-party eProcurement integration provider, CIC chose to partner with TradeCentric. The goal was to reduce the complexity of managing multiple eProcurement protocols and buyer requirements while accelerating integrations.

TradeCentric quickly configured and deployed its platform technology with CIC's LEIF™ eCommerce application. CIC received dedicated support from TradeCentric's development team throughout every step of the process. Leveraging TradeCentric's integration, CIC can now easily offer their B2B clients online Punchout catalogs with customer-specific product assortments and contracted pricing.

After the TradeCentric Platform implementation, the CIC team and the TradeCentric Integration team worked with each of CIC's eProcurement buyers to establish a successful Punchout catalog integration, streamlining and simplifying the purchasing process.

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THE RESULTS

CIC identified its customers' needs very early on and remains ahead of its competitors. By offering Punchout catalog capabilities and the ability to integrate with any of their customers' eProcurement systems, CIC has a competitive advantage within their industry. **CIC has secured business with key customers and increased sales revenue.** They currently have over 30 Punchout catalogs with their proprietary LEIF™ platform integrating with their customers using SAP Ariba, Coupa, JAGGAER and other platforms. Working with TradeCentric has helped CIC realize an increase of over 50% in sales growth each year through the eProcurement channel.

CIC now provides customers with benefits like:

- Integration of proprietary LEIF™ platform to any customers' eProcurement platform
- Free custom Punchout catalogs that can be integrated in minutes
- Customers to receive all order and shipping notifications in any format desired
- Savings in internal resources time and costs

“**By partnering with TradeCentric, the integration process is now very simple and quick. CIC can integrate with any of our customers using any procurement system in only a few hours.**”

– Brian Abrams, CEO,
Executive Chairman

TRADECENTRIC SOLUTION FEATURES:



Consumes Punchout catalog setup request, response and order message transaction documents



Adapts to the B2B eProcurement document exchanges to encompass, harmonize and deliver consistent PO integrations, receive and dispatch advanced ship notices and invoicing



Simplifies conversation between their eCommerce store and buyers' eProcurement systems



Integrates once with the TradeCentric Platform for buyers utilizing any procurement system



Provides one-on-one support with CIC's development team



Unlock access to the TradeCentric portal, the only Punchout catalog validation portal on the market

Looking to
modernize
your B2B
transactions?
Let's talk.

(888) 623-2374
TradeCentric.com