



A Web Home of Their Own

Innovative E-commerce Site Cements Relationship Between Distributor and Its Dealers

Background

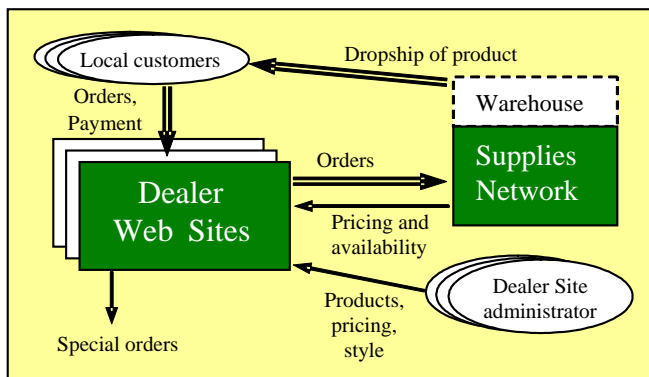
Supplies Network distributes computer supplies through a nation-wide network of independent dealers. Products include media, printer supplies, cables, paper and other products used near the PC desktop. Orders are accepted by phone, fax, mail, and increasingly through the web.

Situation:

Supplies Network developed an innovative marketing strategy to expand marketing services to their independent computer supplies re-sellers. Adding additional dealer services would help Supplies Network capture a larger share of the \$6 billion market. Many of Supplies Network's dealers lacked the resources to develop a web presence of their own. Supplies Network envisioned a "dealer web site" that dealers could customize and use as their own. In some cases, dealers needed to incorporate their own specialty product line in a web commerce site; products such as machine parts, office supplies or computer furniture.

Solution:

Cornerstone listened to Supplies Network's needs and took the time to understand their marketing strategy. We designed a full-featured, secure, e-commerce site that dealers could customize, adding their own logo, pricing and even their own products or those of other trading partners.



Dealers can import existing pricing information or assign pricing for individual items or product categories from the Supplies Network catalog. Custom price lists may be assigned to individual customers, and pricing can be developed using a variety of markup methods or by using a fixed price, with pre-determined expiration dates assigned by the dealer. Choice of vendor can be offered for each product; the application automatically enters orders in the Supplies Network system and routes third party orders to the appropriate vendor via fax. Shopping carts can be managed by the dealer or processed automatically.

Benefits:

Key benefits that Supplies Network has achieved with the system include:

- Better Relations With Dealers
- Reduced Order Handling Costs
- Increased Sales
- Smarter Management Decisions

Better Relations With Dealers:

Dealers now have an easy, inexpensive way to establish an e-commerce web presence. Dealers can maintain the site themselves and use it to generate additional sales of both Supplies Network products and third-party products. Supplies Network has integrated the dealer web site with other dealer services such as custom catalog ordering and e-mail advertising services resulting in a full range of technology solutions that help the dealer build business.

"The availability of our Dealer Site greatly increases the synergies between SN and our Dealers. This is a true example of using technology to build better customer relationships while still providing tangible benefits to the bottom line."

Greg Welchans
VP Marketing
Supplies Network

Reduced Order Handling Costs:

Because web orders are passed directly into Supplies Network's system, an increase in orders can be handled with little or no increased labor costs. Web-based ordering is expected to double, reducing manual order entry costs and increasing sales.

Increased Sales:

With an increased web presence through its dealers, Supplies Network has realized a significant impact on sales. The convenience of the web site increases the likelihood that products available from multiple vendors will be sourced from Supplies Network.

Smarter Management Decisions:

By hosting this web service, Supplies Network has access to end-user buying patterns. This information can be used to develop promotional programs, support buying decisions, and develop pricing strategies.

