



coreXpand™ Success Stories

ZORCH® From Start-Up to Eighth Fastest Growing Company in America with CoreXpand

Zorch provides branded merchandise, sourcing and collections for Fortune 100 and Fortune 500 companies.

Nicole Loftus, CEO and founder of Zorch, explains how CoreXpand helped her grow from a start-up business to the eighth fastest growing company in America:

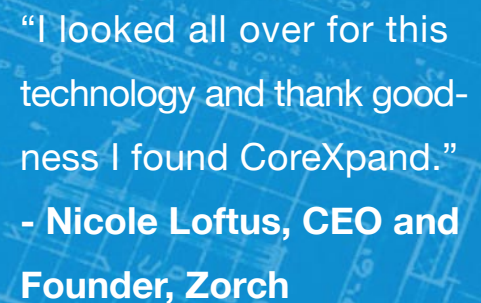
“I had started the company as a first time entrepreneur knowing nothing about technology or e-commerce but, based on our business model, I knew early on that we needed to provide our clients with online catalogs for their merchandise.”

CoreXpand’s customized, private client e-commerce sites provided Zorch with the adaptability, convenience and personalization they needed to land, serve and retain major clients such as JP Morgan, AT&T, Motorola and AON, just to name a few.

“I was starting a business and needed an e-commerce company that could grow with us, knowing that each contract was going to be worth \$5-7 million,” continued Nicole. “I looked all over for this technology and thank goodness I found CoreXpand.”

After conducting an extensive RFP, Nicole initially chose CoreXpand for their affordability and user-friendly platform, but what followed became a remarkable story of Zorch success.

“We were recognized as the eighth fastest growing company [by *Inc.* magazine], and the number one fastest growing woman-owned company, in the country. And that would not have been possible if we had not had CoreXpand as our technology engine.”



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- Nicole Loftus, CEO and Founder, Zorch

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In addition to serving clients in a way that a conventional website simply can't, CoreXpand's e-commerce solutions provide another key element to e-commerce success – *reliability*.

Nicole explains: “We weren't one of 10 vendors. We were the *single source* for clients



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like AT&T with 200,000 employees. And then they merged with Cingular and BellSouth, and we had to [serve] all their employees.

So our stores had to stand up to 20,000 or more employees trying to get on the site at one time. These stores had to withstand that kind of activity and not buckle. Our stores are *always* up with CoreXpand. We've always had our stores live with CoreXpand – 24-7, 365.”

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- Nicole Loftus, CEO and Founder, Zorch

Zorch is a great example of what happens when leadership and quality meet CoreXpand's flexible and affordable yet powerful e-commerce technology.

CoreXpand continues to develop and improve its technology and looks forward to finding ways to help Zorch reach even greater levels.

Contact us today and let us show you how CoreXpand can help you create the best possible story of success for *your* business.