

# Advanced PunchOut and e-Commerce Strategies



that Eliminate Competition  
and Dominate Markets

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## Introduction

It's a different market today...

Remember: we live in the age of convenience. The *easier you make it* for your customers, the more often they will buy from you over your competitors.

At one time, vendors who could simply *connect* to an e-procurement system won the day... and the contract. But along came PunchOut catalogs, which gave suppliers more marketing control and greater convenience to customers.

But in the current market, e-procurement buyers – in fact **all** buyers – are looking for even *more...* an advanced, more complete level of service with...

- More functionality...
- More convenience...
- More flexibility...
- More accountability...
- More adaptability...
- More protection...
- More **control**...

Of course, not all customers use e-procurement systems. And that's even better news for you, because...

**The gap between what those customers need, and what suppliers can deliver, is a *golden opportunity just waiting for you to cash-in on.***

In this report, you'll discover advanced, potent PunchOut and e-commerce strategies, utilizing powerful technology breakthroughs, that enable you to take advantage of those opportunities and fill those gaps.\*

The result? You'll arm yourself with an unmatched ability to *eliminate* competition and **dominate** markets.

How? By delivering what others simply can't... complete **adaptability**, in the form of advanced PunchOuts for anyone, anywhere... as well as more complete levels of convenience and service for buyers who don't use e-procurement systems.

*[\*NOTE: This report assumes that you have a basic understanding of PunchOut and e-procurement system connections in general.]*

*If you are new to the concept of PunchOuts, [watch this short video](#). Also, to gain insights into how PunchOuts give you an advantage in general, [download this report](#). Both of these valuable resources will give you a good frame of reference to fully appreciate the impact of the strategies contained in this report.]*

# A Brief History of PunchOuts and the Role They Play in Today's Marketplace

Whether it's economic challenges or a more competitive environment, greater demands on purchasing departments to cut costs and increase efficiency mean that e-procurement systems are playing a more important role than ever.

And that means that suppliers who can *participate* in these systems are in greater demand than ever.

At first, e-procurement catalogs were limited to basic "spreadsheet" style product listings. These cumbersome line item lists of product data force buyers to search through millions of products in thousands of boring, "look alike" catalogs to find what they needed.

The advent of PunchOut catalogs gave suppliers a way to differentiate themselves and their products over other suppliers, as well as greater shopping convenience for the buyer and administrative relief for e-procurement administrators (if you are unfamiliar with the differences/advantages of PunchOut over CIF/spreadsheet/hosted catalogs, [read this report](#)).

At first, the expense and technical complexity of PunchOut protocols meant that only the largest suppliers could afford this competitive advantage.

But recent breakthroughs in technology have made PunchOut catalogs more accessible for small and medium sized businesses.

In fact, in today's marketplace,

**PunchOut catalogs have changed from a competitive luxury of mega-suppliers to the standard of online business that *all* suppliers must follow to stay relevant in the marketplace.**

So the good news is; PunchOut catalogs allow you to present your products and your company in your own unique way.

You also *make it easier for buyers to do business with you*.

But with the number of competing PunchOut catalogs growing daily, how can you differentiate yourself even further?

## The Four Pillars of Successful Online Business

The need to differentiate your self is universal to business in general, not just in the realm of e-procurement systems.

In fact, that is just one of four pillars that you must build your business on, especially online:

1. **Capture attention**... If prospects and customers aren't aware of you, how can they buy from you?
2. **Position yourself**... how can you be in the right place at the right time... where and when the buying decision is being made?
3. **Differentiate yourself**... if they can get a product anywhere, why should they buy from you?

But there's another pillar that few if any consider, yet it's one that can make your business far stronger than your competitors:

4. **Connect in a broader and deeper way to your customer's organization...** is it possible you can become an *integral part* of your customer's buying process, even a part of *the way they do business*?

As you're about to discover, a major evolution in PunchOut technology offers a total online business solution that lets you build an online presence using all of those pillars... **even with customers who don't use e-procurement systems.**

## Advanced PunchOut Strategies and Cutting Edge Technology

A new generation of PunchOut technology is giving suppliers a huge competitive advantage and exciting e-procurement buyers everywhere.

But even more remarkable is how this technology allows you to take all the benefits of the most advanced PunchOut capabilities on the planet, and apply them to customers that *don't* use e-procurement systems (more on that in a moment).

The industry first functionalities included in these innovations allow suppliers to wield potent online business solutions. This allows you to stand head and shoulders above your competition and truly dominate whatever market you apply them to.



Called **PunchOut<sup>CX</sup>**, this quantum leap in e-commerce technology is the *world's first and only multi-purpose PunchOut.*

This cutting edge technology platform quickly, easily, and *affordably* creates **advanced PunchOut Catalogs** that seamlessly integrate with any e-procurement system, anywhere.



Among many industry firsts within PunchOut<sup>CX</sup> is the **ACE Administration Console**, which allows you to

**create and manage unlimited numbers of reliable, adaptable PunchOut catalogs... without IT staff... with just a few steps of push-button ease... using an intuitive, user-friendly online tool.**

Also, with available customization templates and in-house services you can...

## Create stunning, personalized PunchOut catalogs that stimulate sales with warm, inviting, buying environments tailored to the *specific business needs* of your customers



In addition to the ability to quickly, easily and affordably create PunchOut catalogs on the fly, the multi-purpose capabilities of PunchOut<sup>CX</sup> set you even *further* apart from your competition:

1. **Advanced Functionality**
2. **Buying Environment Adaptability**

### Advanced Functionality

PunchOut<sup>CX</sup> gives you access to a vast arsenal of advanced features and functions. You can see a summary list of those in the *Unmatched E-Commerce Flexibility and Functionality* section below.

But since this report is about strategies to eliminate competition and dominate markets, we will highlight just a few to help you bring the “bigger picture” into focus, and how this remarkable innovation will *amplify your sales*.

### For Sellers

PunchOut<sup>CX</sup> is more than just a sales solution for you to connect with customers that use e-procurement systems. It's an e-commerce *system*, and profitable business building *strategy*.

### Massively scalable, repeatable sites

With PunchOut<sup>CX</sup>, once you've input your catalog data the first time *you never have to do it again*. You can quickly create new PunchOut sites via your ACE Admin Control Panel, tweaking any products or prices specific to your new customer's needs with point and click ease.

That means that you can **respond far faster and more nimbly than your competitors**. This major competitive advantage gives you an edge for landing contracts with bigger e-procurement prospects and retaining your most important e-procurement clients.

## Built-in sales tools and reporting

**PunchOut<sup>CX</sup>** lets you track and report on all sales transactions. This information can help you make better decisions. You can follow trends, forecast sales, and make historical comparisons to identify the best areas to focus your marketing.

These tools also help you manage your various client contracts by helping you track and report on your contract compliance. These powerful tools help you to create deeper levels of trust with your customers. And that leads to customer retention and long term, repeat sales.

But along with the tools that help you as a seller, **PunchOut<sup>CX</sup>** allows you to also provide your customers and prospects *unprecedented* buyer solutions.

## Functionality for *buyers* lets you stand out from your competitors

### A revolutionary, industry first... built-in change controls of PunchOut Catalog data, with automatic catalog audits

More than ever, buyer/vendor contract compliance is paramount. News headlines in recent years have shown that many large purchasing organizations are buying out-of-contract items and/or overpaying what contracts stipulate.

The response has been for purchasing organizations to implement time and cost intensive, manual audits of buyer/seller transactions.

In addition to the cost and hassle, another problem with that approach is that the discoveries are made *after the fact*.

But now, with a ground-breaking industry first...

### **PunchOut<sup>CX</sup> gives your customers the ability to monitor and validate your PunchOut Catalog changes – *before* they are published to your site.**

Supplier	Description	Status	DateTime	Approved By	Approved DateTime	Notes to Supplier	Action
Vendor Supplies	Price Updates	Approved	6/17/2010 11:48:25 AM	Lindsey	6/17/2010		Approve Decline
Vendor Supplies	We are introducing new products	Pending Approval	6/11/2010 10:04:00 AM				Approve Decline
Vendor Supplies	We are introducing new products	Pending Approval	6/9/2010 5:27:00 PM				Approve Decline
Vendor Supplies	We are introducing new products	Pending Approval	6/9/2010 3:52:00 PM				Approve Decline

That gives your customers a cost saving level of **visibility, accountability, and convenience** *completely* unmatched by your competitors. And *that* lets you deliver something your competitors simply can't; **peace of mind**.

## Deeper levels of spend management tracking and reporting

While e-procurement systems provide reporting on purchases, there may be times that e-procurement managers want more information/data than they can get from their system.

Once again, you can provide new levels of convenience for clients and quick responses for any information requests your customers may have. You can even give them direct access to real time tracking and ad-hoc reporting of all your transactions if they ask for it.

With such unique and robust onboard functions, it's easy to see how the advanced functionality of **PunchOut<sup>CX</sup>** gives you an extreme competitive advantage - even among other PunchOut enabled vendors.

And imagine delivering these potent online solutions to your *existing* customers... your competition won't even be able to get their *foot* in the door.

**You can now arm yourself with technology that is *light years* ahead of what most vendors are even *aware* of, let alone using.**

And the flip side of the multi-purpose capabilities of **PunchOut<sup>CX</sup>** is what allows you to truly dominate any market...

## Buying Environment Adaptability

While it's true that many large purchasing groups such as government organizations and Fortune 500 companies utilize e-procurement systems to make purchases, the likelihood is that the vast majority of your prospects and existing customers don't.

*And this is where your greatest opportunity to totally dominate your market lives.*

Think about this for a second: Every single company out there has specific and unique needs for the way they do business, and the service they look to receive.

In addition to the customer specific products and pricing you provide, they also have unique workflows, business processes, purchasing requirements, and personal preferences.

These needs, workflows, processes, requirements, and preferences are what we refer to as their ***ideal buying environment***. The closer you can get to providing that ideal buying environment, the more likely buyers are to choose you over other suppliers.

But astonishingly, purchasing organizations are forced to continually conform to the technical constraints and business limitations of their suppliers.

Now imagine... what if you could provide the *ideal buying environment* for any customer, anywhere, at any time? Do you think you might stand out among your competition?

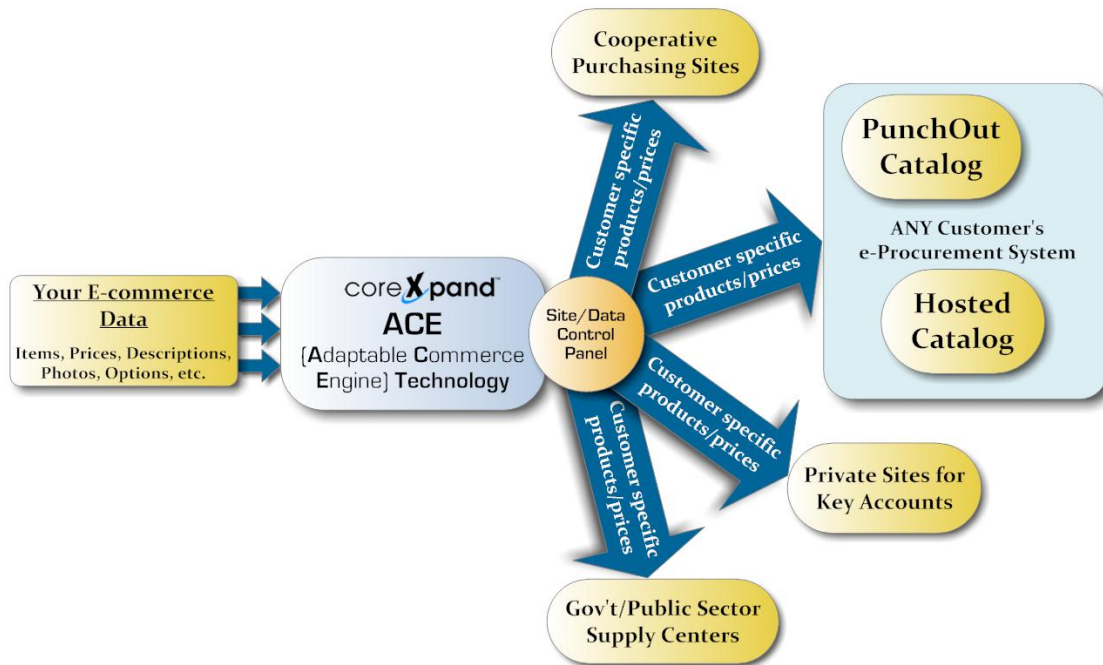
And better yet, what if you could create and maintain those environments with minimal time, effort and expense?

Now you can begin to see why **PunchOut<sup>CX</sup>** is more than just an online sales solution... it's a **scalable business building platform**.

The power behind the multi-purpose capabilities of **PunchOut<sup>CX</sup>** is proprietary technology we call the Adaptable Commerce Engine (**ACE**).

**ACE** technology allows you to input your e-commerce data (your specific product data such as item descriptions, images, options and prices), and

**Generate any type of buying experience your customers' needs/processes/requirements/preferences require... and create an ideal buying environment on demand.**



And best of all, every one of these unique environments include all of the advanced functionality described above, in addition to

### **User Specific Feature/Function Controls**

You can allow purchasing administrators to control buyer access and approvals with secure logins, as well as *every aspect* of what functions and features buyers can use.

This level of flexibility gives purchasing managers a powerful spend management tool to eliminate maverick spending and control spend by department, buyer, category, and more.

### **E-Commerce Functionality That Does as Much for YOU as it does Your Customer**

Unlike basic online e-commerce solutions, you have full control over your **ACE** buying environments through a secure, user-friendly *Administration Console* that both vendor and buyer can login to (with access to appropriate functions for each).

This control panel allows complete management and visibility for both you and your customers, by giving you access a potent collection of state-of-the-art functions and tools that allow you to:

- ✓ Provide robust spend management tools to your customers, such as full control over buyer specific access and functions
- ✓ Access and edit your products and prices within your customer sites with point-and-click ease
- ✓ Receive and respond to real-time *Requests for Quotes*
- ✓ View sales stats in real time
- ✓ Manage PunchOut admin logins
- ✓ And much, **much** more...
- ✓ Create and Manage Email Marketing campaigns to your customer\*  
\*contract/agreement with your customer permitting
- ✓ Access for both Sellers and Buyers to view and print a wide array of reports on all customer site activity
- ✓ Update site design elements, layouts, categories, and more, in minutes
- ✓ Globally manage all customer sites and data from one place
- ✓ Create and Manage Incentive Programs (reward points, etc.)

## ***Unmatched e-Commerce Flexibility and Functionality***

In addition to the virtually limitless site management capabilities described above, you also have the ability to offer your customers:

- ✓ Product customization and configuration on the fly
- ✓ Management and proof-on-demand of digital marketing materials
- ✓ Real time request-for-quote tool with automatic order conversion
- ✓ A flexible shopping cart that accepts p-cards, credit cards, purchase orders, points, department codes, etc. and any combination of the above
- ✓ Attach documents and/or art work to orders and quotes
- ✓ Set multiple pricing profiles for products, setup charges, line item charges, and quantity breaks
- ✓ Multiple login access for your site administrators as well as your customers
- ✓ One central system capable of viewing/administering unlimited numbers of sites
- ✓ Gift certificates, Coupons, and Incentive Programs
- ✓ Private label configuration tools
- ✓ Completely customizable "skins" to suit their existing or preferred look and feel
- ✓ Buying environments and catalog sites built for the way your *customer* does business – with customized product categories, functions, and more

**The bottom line: CoreXpand will help you deliver what today's e-procurement managers and buyers want... and your competitors don't have...**

- More functionality...
- More convenience...
- More flexibility...
- More accountability...
- More adaptability...
- More protection...
- More control...

And *all that* lets you build a **rock-solid** business built upon the *four pillars* we identified earlier.

By delivering and implementing these advanced PunchOut and e-commerce strategies, you will empower your business to...

- 1. Capture Attention**
- 2. Position Yourself More Strategically**
- 3. Differentiate Yourself From Your Competitors**
- 4. Make Deeper Connections with Your Customers**

Obviously, the full scope of such powerful technology cannot be conveyed in a simple report. Contact us today, and we'll give you a full demonstration of the power and functionality we've described.

Of course, there's no obligation, no hassle, no pressure... just answers and solutions for your greatest competitive advantage ever.

[Contact us today.](#)



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