

# INTEGRATED for SUCCESS: CORPORATE IMAGING CONCEPTS

## GAINING A COMPETITIVE ADVANTAGE BY OFFERING PUNCHOUT CATALOG CAPABILITIES

**CLIENT:** CORPORATE  
IMAGING CONCEPTS

**INDUSTRY:** Promotional  
Products, Uniforms and  
Incentive Awards

**OBJECTIVE:** Provide  
PunchOut catalog  
capabilities to customers  
purchasing through  
eProcurement spend  
management systems

**CHALLENGE:** Difficulty  
integrating with different  
eProcurement platforms due  
to different protocols

**PunchOut2Go SOLUTIONS:**  
PunchOut Gateway  
Implementation

### EXECUTIVE SUMMARY

Corporate Imaging Concepts, a promotional distribution company, makes it easy for their customers to purchase branded promotional products, uniforms and incentive awards by providing PunchOut catalog capabilities using PunchOut2Go's Gateway Implementation, enabling:

- 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
- The ability to gain a competitive advantage by securing a spot on their customers' marketplaces
- Savings in internal resources time and costs

### CORPORATE IMAGING CONCEPTS: A TOP 20 CLIMATE

CIC has revolutionized the promotional products and incentives supply chains by enabling cutting edge technology for the distribution of branded merchandise. As a result of this technology and with over 300 live stores, CIC has proven to save their customers up to 20% on the purchase of these commoditized goods. All online stores are fully customized and free with no developmental costs, monthly administrative fees or cost to warehouse the merchandise. As one of the top 30 distributors in sales out of 19,000 competitors and consistently recognized as a top 20 best places to work in the industry, CIC always welcomes the opportunity to understand the needs and challenges of each customer to determine how their suite of custom solutions might best benefit their merchandise needs.

“ 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 CEO, Executive Chairman Corporate Imaging Concepts



● Founded in 1996

● Industry-leading technology for online ordering and fulfillment

● Top 30 ranking in sales out of 19,000 promotional product companies

● Consistently recognized as a top 20 best places to work out of 21,000 distributors & Suppliers

● Promotional products design and development for more than 600,000 items

**PunchOut2Go**.com

## CHALLENGE: Not every eProcurement Platform is the same

Leading companies from around the globe are adopting eProcurement technologies and spend management solutions as they are realizing the numerous benefits these tools provide to the procure-to-pay processes. Once buying organizations have successfully implemented the technology, it is critical that they integrate their top suppliers within their eProcurement platform in order to track spend and reduce manual processes.

Supplier integration is the number one problem for buying organizations after they have implemented the technology. Suppliers 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 that they are using.

## SOLUTION

### Cloud PunchOut2Go Gateway Implementation

CIC set out to find a solution that:

- Provided PunchOut Catalog capabilities into their already existing LEIF™ e-commerce application
- Could integrate with any eProcurement platform
- Provided scalability by reducing the integration time.

After researching multiple options, including evaluating internal resources to build out the technology and partnering with a third party eProcurement integration provider, CIC selected to partner with PunchOut2Go. The goal was to reduce the complexity of managing multiple eProcurement protocols and buyer requirements and accelerate the integration time.

With the help of PunchOut2Go's one-on-one development support, the PunchOut2Go Gateway technology was configured with CIC's LEIF™ e-commerce application and deployed quickly.

This solution allows CIC to communicate with any procurement system that their customers may be using. B2B online PunchOut Catalogs with customer specific product offerings and contracted pricing can be provided with ease.

After the PunchOut2Go Gateway implementation, the CIC team and the PunchOut2Go Integration team worked with each of CIC's eProcurement buyers to establish a successful punchout catalog integration, making it easy for customers to do business with them.

Each eProcurement platform communicates using a different protocol; some use cXML where others use OCI. Buying organizations have different requirements on the information they can accept, such as special UNSPSC codes and units of measure, making it very complex and challenging for suppliers to integrate successfully in a timely fashion.

Early in 2014, CIC identified that it was critical to offer punchout and have a presence on their customers' eProcurement systems to secure and grow their business and remain competitive. While setting up their first buyer integration, it quickly became apparent that establishing a connection with their customers' on various eProcurement systems was rather 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.

**“ By partnering with PunchOut2Go, 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 Corporate Imaging Concepts

### PunchOut2Go Gateway Solution:

Consumes PunchOut Setup Request, PunchOut Setup Response and PunchOut Order message transaction documents

Simplifies conversation between CIC's LEIF™ e-commerce store and their buyers' eProcurement systems

Integrate once with the PunchOut2Go PunchOut Gateway and use for any buyer utilizing any procurement system

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

Access to PunchOut2Go Supplier portal – the only punchout catalog validation portal on the market

## RESULTS & BENEFITS: DOING BUSINESS WITH CIC IS QUICK & EASY

CIC identified their customers' needs very early on and remains ahead of their 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 (formerly SciQuest), and other platforms. Working with PunchOut2Go has helped CIC realize an increase of over 50% in sales growth each year through the eProcurement channel.