

Driving Sales and Customer Loyalty with Visual Product Customization



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Hosted by Chris Martin
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Stability

- + Founded in 2001 as the pioneer in Cloud-based Multi-Channel Retail Management Solutions
- + Part of the Friedman Operating Group, a wholly-owned subsidiary of Constellation Software, Inc.
- + Stability plus personalized service
- + Long term, mutually profitable relationships

Performance

- + Award Winning All-In-One Solution that help increase sales and reduce costs
- + Combined with US-based Expertise, Services & Support
- + Provides a competitive advantage to emerging and established retailers, manufacturers, distributors and wholesalers

Multi-Channel eCommerce

- eCommerce Websites
- mCommerce Websites
- Brand Management
- eBay & Amazon
- Comparison Shopping Engines

Multi-Store Retail

- Point of Sale (POS)
- Store Operations

Call Center

- Telemarketing & Telesales
- Customer Service



Enterprise Management

- CRM & Marketing
 - Account Management
 - Segmentation
 - Email Campaigns
 - Loyalty Programs
- Merchandising
 - Product Management
 - Price & Promotion Management
 - Purchasing & Inventory Management
- Order Management & Fulfillment
 - Order Management
 - Picking, Packing, & Shipping
 - Warehouse Management

Cloud-based

End to End Functionality

Professionally Implemented and Supported

Leading companies supported by CORESense



Online Retailers



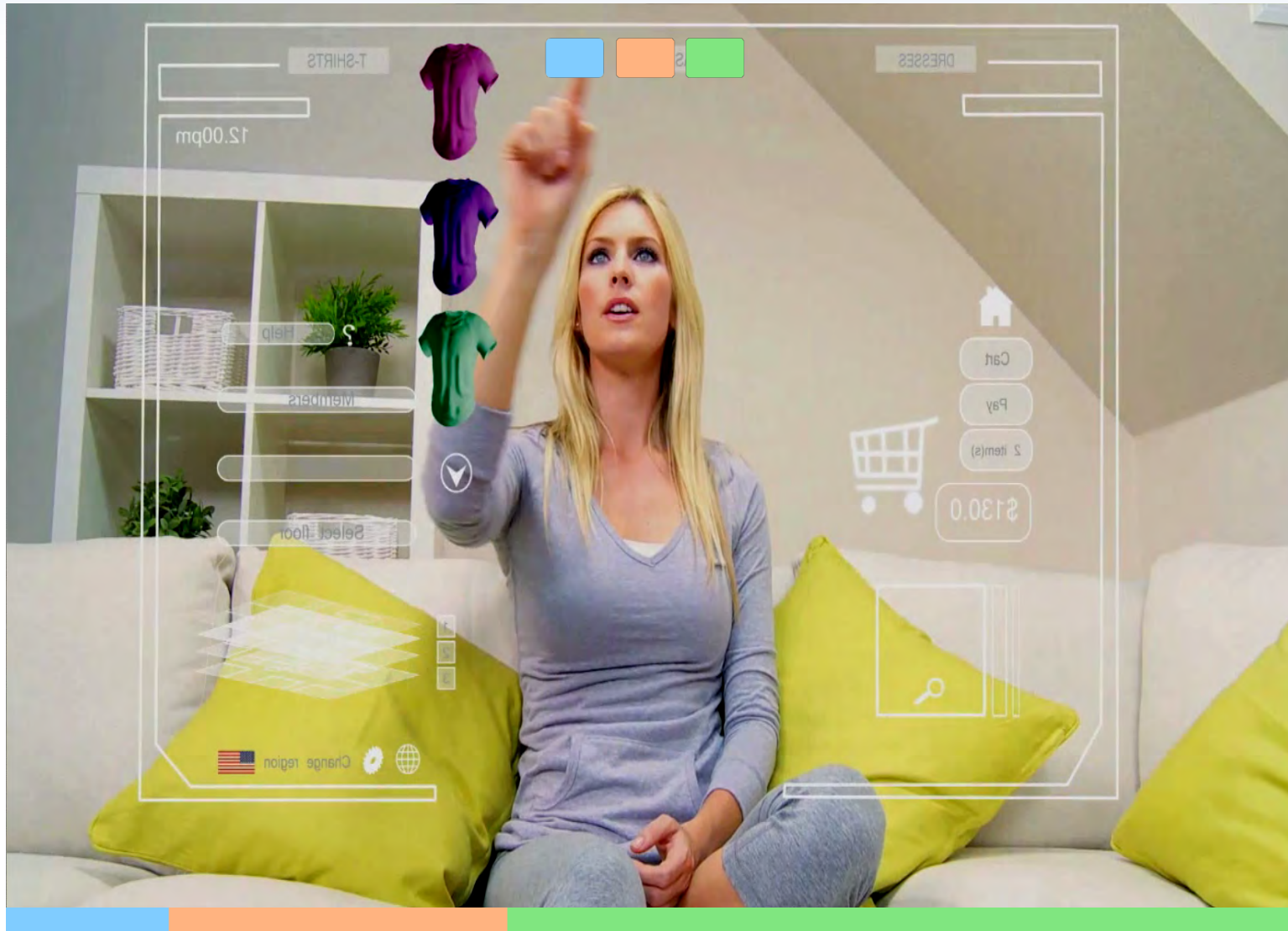
Brands, Manufacturers, Wholesalers



Brick and Mortar Retailers

Strictly Confidential

Doogma: Design Your Own





CREATE YOUR OWN



SHARE SOCIALLY



BUNDLE PRODUCTS



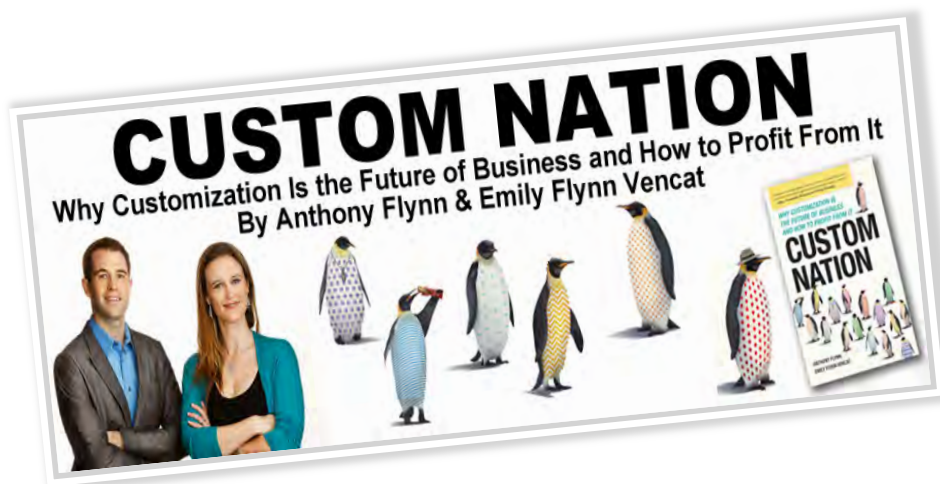
DESIGN ON MOBILE

“Customization isn’t just a trend...It’s the new way Americans are going to do business...”

Anthony Flynn,
Author of Custom Nation

“Incorporating customization into your product strategy will enhance current customer relationships and attract new customers...”

JP Gowender,
Forrester



Who's doing it?



“My students don’t see customization as special any longer; they just expect it”



Frank Piller,
Head of MIT’s
Smart
Customization
Group



Who's doing it with the Doogma Designer™?



Size and Color Ltd.

custom vanity plates

The **1st** affordable SaaS for selling customized & personalized items online

Some Of Our Live Designers:

- + <http://www.everythingsummerncamp.com/customized-trunks-create-your-own-footlocker>
- + <http://www.everythingsummerncamp.com/lidskinz>
- + <http://www.charmfactory.com/t/BuildABracelet>
- + <http://www.autonomyguitars.com/index.php/astral-bundle-model.html>
- + <http://www.myfanclip.com/product-p/customclip.htm>
- + <http://www.dev.viesso.com/my-living-room.html>



- + Turnkey Service By Doogma
- + Self Service Control Panel
- + No Coding Required – Can Be Done By Anyone Who Knows Photoshop
- + Pricing:
 - Project Based, Typically Includes:
 - » Project Management & Graphic Work
 - » Monthly Subscription (License, Hosting, Support)



One-Stop-Shop For Summer Campers

- + **CORESense** makes it **EASY** to shop our site.
- + **Doogma** makes it **FUN** to shop our site.





★★★★★ FUN!

My 7 year old daughter loved designing her own top to her trunk. It is truly unique and reflects her personality.

★★★★★ Lid Skinz

Thought it was expensive and was worried about how it would look when I ordered. It arrived on my son's truck and looks fantastic. It's worth the extra money and turns the plain trunk into a keepsake.


★★★★★ just like old times

The look on my son's face when this hand-picked designed trunk came was worth the price and shipping! may cost more than 30yrs ago but then again, can't put a price on happy children off to sleep away camp for their first time!



Drag Me



		[1] LidSkinz Current Base Price: \$99.99
		Description: See Channel Description
Total each:	\$99.99	
Sales Tax:	<input type="text" value="0.000"/> % or \$ <input type="text" value="0.0000"/>	
Channel:	EverythingSummerCamp Website ▾	
Sales Rep:	Choose ... ▾	
<input type="button" value="Update Order Item"/>		

Item 1

Saved Design:	<input type="text" value="http://e2im.doogma.com/clientarea/everyt"/>
Thumb of Saved Design:	<input type="text" value="http://e2im.doogma.com/conf/images/thumb"/>
Image of Saved Design:	<input type="text" value="http://e2im.doogma.com/conf/images/scre"/>
Text:	<input type="text" value="Laila"/>
Print of Saved Design:	<input type="text" value="http://e2im.doogma.com/hires-"/>
<input type="button" value="Update Personalizations"/>	





Our Customers



Our Competitors



Our Company



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For more information, please contact:

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Questions & Answers