

CorporateKey (asi/63053)

WebJaguar Offers A Solid Platform For Clients' Ever-Changing Needs

When CorporateKey needed a website as techno-friendly and innovative as its own products, AdvancedEMedia delivered.

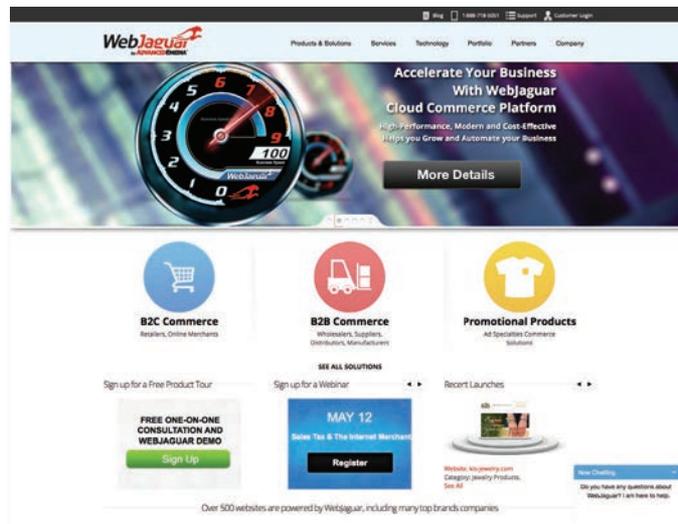
CorporateKey has been in business since 1998, introducing many technology products to the promotional industry. Considered a "cool company" for being at the forefront of mobile data storage with its promotional USB drives, today it's heating up the market with innovative designs in mobile accessories and smart peripherals. With a portfolio of patented products in technology, CorporateKey needs an exceptional website as well — one that's attractive, easy to use and flexible enough to remain on top any product changes.

"We hired a local company to do our website three or four years ago," says Kyu Lee, president of CorporateKey. While the provider was close enough to assist easily, it did not have specific promotional product industry experience. The result was disappointing. Lee then spent a year looking for the right company to help.

"We didn't look for the cheapest solution," he says. "We looked for a company that would understand the needs of our business model and our customer... At the ASI Show in

Chicago last year, we met AdvancedEMedia. They understood our business model." The choice for Lee was clear. WebJaguar was the right e-commerce platform. He explains: "We were careful who we picked. We needed tremendous resources to do a complete website, including the back-end solution."

AdvancedEMedia's e-commerce platform called WebJaguar provides small to mid-sized promotional products companies an ability to easily automate and manage business with a fully featured website, e-catalog/content management, shopping cart, CRM and lead-generation technologies. "We've provided a front-end and back-end solution to sell products online," says Bachir Kassir, president and founder of AdvancedEMedia. "We worked closely with ASI to develop data feed based on the ASI database. This gives users access to hundreds of thousands of products as a complete turnkey e-commerce solution."



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Kyu Lee, CorporateKey

The transition from CorporateKey's old website to the new WebJaguar platform has been smooth. "For the last few months, the WebJaguar team worked with CorporateKey as much as three times a week, an hour each time." Lee says. "In between were lots of emails." The result is a customized website that can meet ever-changing needs. "Distributors can use our website as a tool," Lee continues. "They can look up inventory and track their product through the supply chain. They can see their current order."

Lee cites WebJaguar's reflection of the ASI model and its customers' needs as key. "The culture of our channel has changed a lot over the last several years," he says. "Customers look to companies like Amazon, choose an order, then it ships quickly. A website should fill all the customers' needs. We wanted a product that was compatible across the platform. It had to be easy to navigate."

So far so good. "Already the experience has been wonderful," Lee says. "AdvancedEMedia makes sure we completely

understand what to do. If we have an issue, they listen, go back and come up with a solution." Looking ahead Lee expects benefits to be positive both in terms of the distributors' experience and for CorporateKey, freeing up staff to continue innovating and serving its customers even better. "It's quicker for distributors to get information online, such as what colors an item comes in, what's available, etc.," Lee says. Because the industry is constantly changing, we needed a resource that can adapt to what distributors' needs are. We are very excited to see it work."

All that's needed for other companies to get started on their own WebJaguar e-commerce solution is a Web browser. No special hardware is required, nor does any software have to be installed. WebJaguar is a cloud-based turnkey solution. For more information, visit www.webjaguar.com/asi or call (888) 718-5051 for a free consultation and demo.