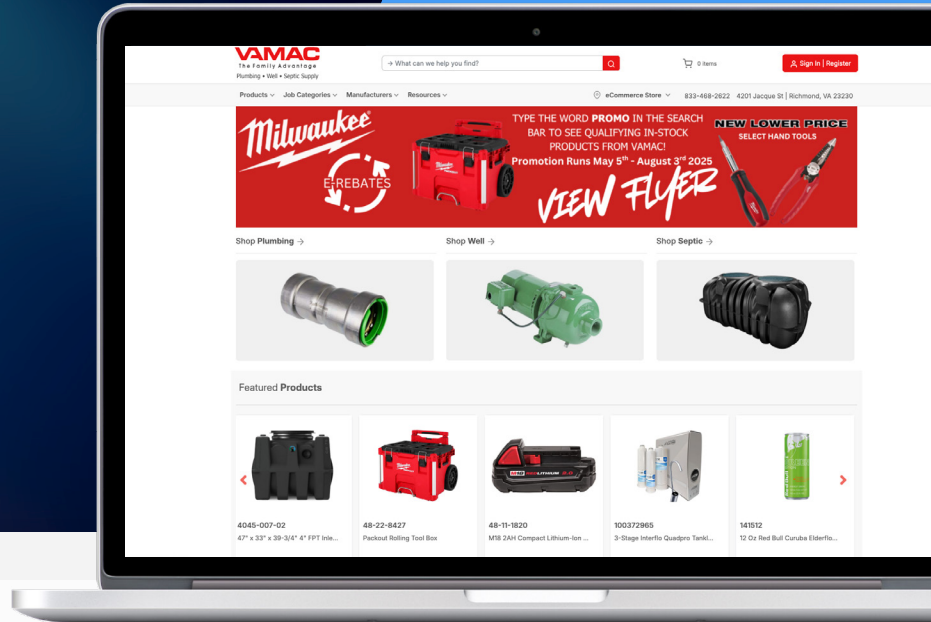


CX1 CIMM2

Start Strong. Grow Fast.

CX1 CIMM2 is an all-in-one eCommerce solution crafted for the complexities of B2B buying. Whether you're launching a digital storefront for the first time or want to enhance your current eCommerce experience, CX1 CIMM2 delivers robust functionality out of the box—with the flexibility to grow as your needs evolve.



What CX1 CIMM2 Delivers for Your Business

From streamlined order workflows to enriched product content and ERP-ready integrations, CX1 CIMM2 gives you the power to meet customers where they are—and drive real results.

- ✓ **Pre-Composed All-in-One Platform**
 Everything you need to sell online—search, cart, customer-specific pricing, CMS, PIM, analytics, and promotions—ready from day one.
- ✓ **Out-of-Box Essentials**
 Purpose-built tools tailored to the buying behaviors of trade, contractor, and project-based customers.
- ✓ **Configurations and Extensibility**
 Customize workflows, UX, business logic, and more.
- ✓ **Seamless Integrations**
 Connect to ERP, POS, freight/logistics, and industry-specific systems using proven connectors.

- ✓ **Product Content at the Ready**
 Launch with enriched product SKU content available via Unilog's industry-leading CX1 Product Content offering.
- ✓ **Support by Experts Who Know Your Market**
 Partner with Unilog and a network of industry-savvy partners who understand your customers, workflows, and industry-specific challenges.

PURPOSE-BUILT FOR THESE INDUSTRIES

- Plumbing
- PVF (Pipe, Valves & Fittings)
- HVAC & HVACR
- Industrial Supply
- Safety & Sanitation
- Electrical
- Construction Materials
- Retail Hardware & Home Improvement
- Pharma & Medical

Why Choose Unilog's CX1 CIMM2?

- ✓ **Pre-Composed & Ready to Launch**
Prebuilt features get you online fast—without costly delays or dependencies.
- ✓ **Flexible to Fit Your Model**
Easily extend and adapt CX1 CIMM2 to match your specific workflows and customer expectations.
- ✓ **B2B Buying Made Simple**
Support RFQs, multi-user accounts, punchout, approval workflows, and more.
- ✓ **Product Content, Handled**
Enriched, eCommerce-ready and industry-specific product SKUs give you a head start.
- ✓ **Built-in Market Expertise**
Our platform reflects decades of experience in your vertical—because we've built it with businesses like yours in mind.

Who It's for

BUSINESS DECISION MAKERS

- ✓ Fast digital ramp-up, low risk
- ✓ Expand customer reach without expanding overhead
- ✓ Launch a trusted eCommerce destination with minimal friction

ECOMMERCE & TECH LEADS

- ✓ Extensible UX and logic
- ✓ Secure, cloud-hosted architecture
- ✓ Prebuilt ERP and middleware integrations



"With the help of our CX1 CIMM2 eCommerce site, we've become a technology leader in our industrial vertical."

Mike Mortensen, ARG Industrial

RESULTS

- ✓ Consistent month-over-month growth in line items for online orders
- ✓ More organic site traffic with zero dollars spent on SEO
- ✓ Ability to compete with larger players in the industry



"The Unilog platform has put us in touch with a wider audience that we wouldn't have had otherwise."

Michael Evanko, Fromm Electric

RESULTS

- ✓ 600% jump in sales two years after site launch
- ✓ Online offerings expanded to 550,000 stock and non-stock items
- ✓ Continually improving customer experience with data analytics



"An online storefront offers tremendous growth potential. Not only will it bring in more sales, it will also lead customers to transact with you in other ways."

Bill Harrison, McGuckin Hardware

RESULTS

- ✓ Web traffic more than doubled and web sales jumped 1,320% in first month
- ✓ Online average order value (AOV) increased by 34%; in-store AOV increased by 23%

Ready to Power up Your eCommerce Strategy?

Start Your Success Story
with a Unilog Demo

unilogcorp.com/demo

