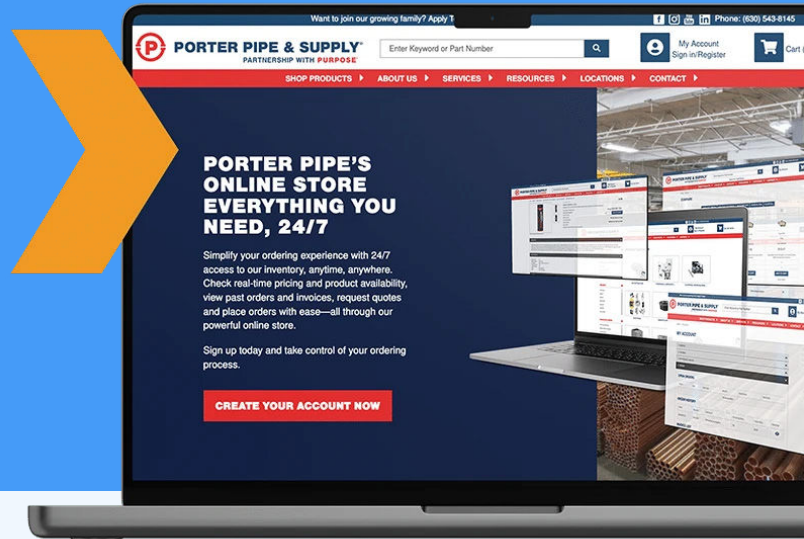


Tailored eCommerce Solutions for AD Members

Powering Digital Commerce Growth for
Distributors. Smarter Selling Starts Here.



As an AD-preferred eCommerce solution provider, Unilog delivers the digital tools and technology your business needs to sell more, serve better, and stay competitive. Whether you're just beginning your online journey or looking to scale a robust digital channel, Unilog offers two tailored digital commerce solutions—**CX1 Essentials** and **CX1 CIMM2**—both fully integrated with the **AD Digital Catalog** and built to meet the unique needs of AD members.

Our eCommerce Solutions



CX1 Essentials

Simple. Scalable. Built for Growth.

A cloud-based, budget-conscious SaaS platform designed for fast, low-lift deployment. Perfect for AD members seeking digital credibility and scalability on their terms.



CX1 CIMM2

Feature-Rich. Fully Integrated. Built for B2B.

A highly configurable enterprise platform built to handle complex B2B workflows. Ideal for AD members needing deep functionality, ERP integration, and full eCommerce control.

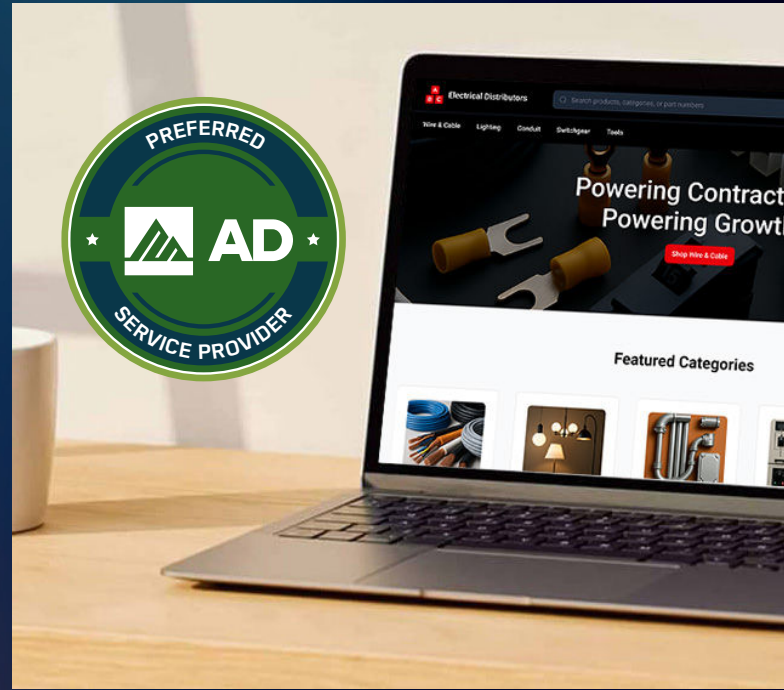
Trusted by 50+ AD Members



What the AD-Unilog Partnership Offers

Both CX1 Essentials and CX1 CIMM2 are designed to solve the most common digital challenges faced by AD members:

- ✓ Eliminate fragmented digital catalogs and outdated websites
- ✓ Replace incomplete or unmanageable product content with enriched AD content
- ✓ Provide robust, B2B-specific eCommerce tools
- ✓ The need to integrate with your ERP and reduce manual effort



Which Path Is Right for You?



CX1 Essentials

- ✓ Launch quickly with a professional website and online product catalog
- ✓ Add a shopping cart for online transactions when ready
- ✓ Option to connect to your ERP/POS for real-time data

Best for distributors who want to get online fast, scale gradually, and control IT investment.



CX1 CIMM2

- ✓ Fully integrated eCommerce solution
- ✓ Advanced B2B features (contract pricing, punchout, approvals, etc.)
- ✓ Extensible platform with customization options

Best for distributors who need a comprehensive, enterprise-grade digital commerce platform.

Ready to Start?

Experience how Unilog + AD can help you launch, grow, and optimize your digital commerce channel.

**Start Your Success Story
with a Unilog Demo**

unilogcorp.com/demo



Plan Comparison

	CX1 Essentials Base	CX1 Essentials Plus	CX1 Essentials Pro	CX1 CIMM2
Shopping Cart	—	✓	✓	✓
Customer Pricing & Availability (via ERP)	—	—	✓	✓
Commercial Account Registration	Limited	Limited	Limited	✓
Order History (ERP-supported)	Limited	Limited	Limited	✓
ERP/POS Integrations	Limited	Limited	Limited	✓
Shipping Integrations	Limited	Limited	Limited	✓
Extensions / Add-Ons	Limited	Limited	Limited	✓
User Roles/Permissions	Limited	Limited	Limited	✓
Customer User Hierarchies	—	—	—	✓
Customer Part Number Associations	—	—	—	✓
Quick Order Pad	—	—	—	✓
RFQ Management	—	—	—	✓
Customer-Specific Catalogs (Item Subsets)	—	—	—	✓
Customer-Specific User Roles	—	—	—	✓
Secure Customer Portal	—	—	—	✓
Invoice/Statement Views & Payments	—	—	—	✓
Event Management	—	—	—	✓
Customer Shopping Cart Approvals	—	—	—	✓
Sales Rep Customer Management	—	—	—	✓
Subscription-Based Ordering	—	—	—	✓
Punchout (Level 1 & 2) & cXML	—	—	—	✓
Customer Accessible VMI Tools	—	—	—	✓
Dedicated Mobile App (iOS/Android)	—	—	—	✓
Advanced Analytics (Site Analytics Pro)	—	—	—	✓
Extensibility (Feature Customizations)	—	—	—	✓
Buy On Account	—	—	—	✓
Customer-Specific Landing Pages	—	—	—	✓

All Plans Include

- ✓ Company Website
- ✓ Product Upselling & Bundling
- ✓ Configurable Site Theme
- ✓ Wish List / Favorites
- ✓ Company Blog
- ✓ Retail User Registration
- ✓ Search Configuration
- ✓ Promotion & Coupon Management (Limited in CX1 Essentials tiers)
- ✓ Marketing & Social Media Integrations
- ✓ Privacy / Cookie Management
- ✓ ADA Compliance
- ✓ Payment Gateway Integration
- ✓ Sales Rep Product Presentation / Proposal (Essentials = Full, CIMM2 = Limited)
- ✓ Google Analytics
- ✓ Customizable Site Theme