



## COGGINS TRACKS SEPARATE CLIENTS WITH INORDER.

InOrder enterprise management software from Morse Data is a great match for Coggins Promotional Advertising in Savannah, Georgia. With their focus on fulfillment service providers, InOrder allows different clients' product sets to appear separate, while operating from a single database that delivers real-time inventory updates, as well as information to and from every department so that everyone stays connected.

Coggins is a full-service promotional products company offering their clients online stores, fulfillment, and import capabilities. They were established in 2001 and by August 2006 Coggins realized that they could manage fulfillment and fulfillment costs more efficiently if they had their own company. By December 2006 they bought a fulfillment warehouse. After reviewing over 15 companies, they selected InOrder in November, and Coggins' system was up and running by December.

As Jamie Callis, Operations Manager at Coggins describes their objectives, "We are what you call ambitious. With all we had to do in such a short time, one thing that's been truly beneficial is the customer support we have gotten from InOrder. I can pick up the phone, call tech support, and actually talk to the same person I've been talking to for the last few months. It's rare that there's a problem, it's more 'How can I do this?' or 'What would happen if I tried this?'"

As a third party fulfillment company, it was critical for Coggins to find software that would allow them to track the different companies' products. "It's very important for the system to track each company's inventory. With InOrder we can just switch right over from one to another, knowing the inventory is up-to-date. I think InOrder is fantastic. It does exactly what we need."

With the fulfillment warehouse running efficiently, Coggins is now turning their attention to third-party hosting for their website – and once again InOrder will allow them to bring this service in-house with great savings. "We are currently spending over \$1,000 a month outsourcing the hosting. With InOrder's .NET website we are going to be able to bring that in-house. We are saving on fulfillment services and now we are going to be saving on web hosting – largely due to InOrder. It's a great investment."

InOrder's complete end-to-end solution has a wealth of options that supports continued growth. And, InOrder's ease-of-use combined with Morse Data's uncompromising support make this a perfect partnership for Coggins Promotional.

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