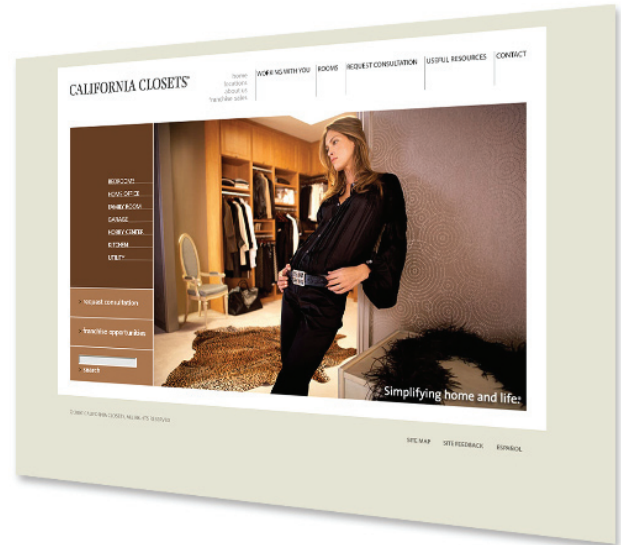


CALIFORNIA CLOSETS®



Case Study

ChannelNet opens up new territory for California Closets.

HIGHLIGHTS

- ChannelNet's SiteBuilder technology platform adds functionality and flexibility for the corporate site, as well as extending the online presence via Microsites to all franchisees.
- Franchisee Microsites are easily administered so local store management can add or subtract products, styles and finishes to reflect the lines they carry and display what they currently have in stock.
- Customers begin the sales process by browsing through products on the Web, then make appointments online for in-store or in-home consultations.
- Franchisees can post information about special promotions to drive customers' purchase behavior.

From clothes-crazy teenagers to sports-loving retirees, most everyone dreams of having beautifully organized and optimized storage — the kind where you can locate those red cowboy boots or your favorite tennis racket in under five seconds. Home organization has become so important to consumers that it has spawned an entire new industry. And California Closets is the undisputed leader.

But even space experts need an occasional overhaul. In 2006, California Closets approached ChannelNet for help with their Corporate web site. What they wanted was a modern Web based technology so they could manage their own site, plus a way to extend their web presence to individual franchisees. They got it all, including a complete multichannel solution that ultimately will help drive more sales across the U.S. and worldwide.

Creating a dynamic online customer experience.

California Closets needed a way to dynamically customize their corporate site so potential customers could organize an in home or in store visit, better informed and ready to buy. Like most corporate Web sites the California Closets site had been developed by a creative agency. Because the site was developed using custom code, updates and improvements were painfully slow and costly to perform. To start with California Closets simply wanted to move the existing site content and creative to the new ChannelNet SiteBuilder platform.

For ChannelNet, it was as easy as moving the existing site onto our SiteBuilder™ technology platform and was completed in 6 weeks. Now California Closets has an arsenal of tools at their fingertips for easily customizing and updating their website. With a modern software platform in place changes and redesigns to the site are much faster and far more cost effective than in the past.

Franchisee Microsites drive brick and mortar sales.

Once the new corporate Web site was in place ChannelNet extended the existing site to encompass a network of microsites to allow franchisees to localize and make changes to their sites while adhering strictly to corporate standards. Customization features include the ability to show customers only the products that each dealer carries, and also what they have in stock at any given time.

With the new microsites, a customer in Boston, Massachusetts and a customer in Concord, California can each easily find out exactly what is available to them at their local California Closets franchise operations. They can set up appointments online for in-store or in home consultations and find out about special events designed to encourage customers to interface with their local sales staff.

SiteBuilder makes modifications easy.

ChannelNet's SiteBuilder technology is accomplishing all this by allowing for the easy and rapid deployment of corporate, brand and franchise microsites with full Web functionality. Using SiteBuilder, ChannelNet can build thousands of sites quickly, at a reasonable cost.

Typically, dealers learn to manage the content and images on their own microsites in less than an hour. Using a simple set of tools in an administration center, they can personalize their inventory by adding and subtracting products, advertise promotions, post messages and in general make it easy for customers to get excited enough about their closet space to arrange an appointment with their local California Closets store.

ChannelNet is also continually evolving the California Closets site to support their growing needs well into the future. We provide a wide array of tools and services that support the multi-channel sales process from start to finish.

ABOUT CHANNELNET

For 21 years ChannelNet has created multichannel solutions that help companies sell complex products and services through traditional sales channels. Each solution is developed with its patent-pending software product, ChannelNet SiteBuilder™, which significantly reduces the costs and development time of custom solutions. As a full-service company, ChannelNet also offers expert professional services for everything from multichannel sales strategies and best practices to dedicated solution support. The privately-held company is based outside San Francisco in Mill Valley, California, with offices in Detroit, Michigan.

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