



Compatible Solutions Program

Case Study:

FedEx Integration with Compatible Solutions Provider Nexternal Solutions.

REAL ESTATE SUPERCENTER

The Company: Real Estate SuperCenter

Real Estate SuperCenter was established in January of 2003 opening a retail location offering a full selection of professional real estate supplies in Houston, TX and online at www.realestatesupercenter.com

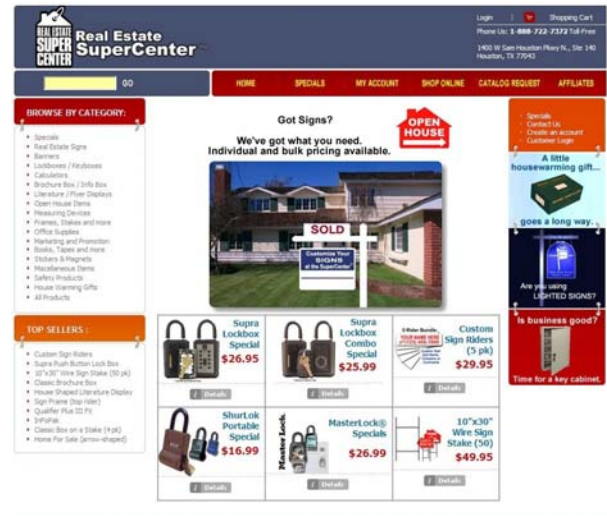
RESC owner Stone Craig states: "We have been shipping with FedEx since the beginning. Over the years we have been extremely satisfied with their fast and reliable service for both FedEx Express and FedEx Ground shipments.

The Situation: Shopping Cart Integration

Online sales consists of over 70% of the business for RESC. RESC began by going directly to FedEx Ship Manager at FedEx.com to create labels for shipments. Before long the sales volume increased and there was a need for a faster process to generate labels and provide tracking numbers to customers. At the time RESC believed that the FedEx Ship Manager Software was the only option to increase efficiency. As order volume continued to grow, RESC was forced to hire additional employees to manually enter online order information into the FedEx Ship Manager Software thus increasing labor costs as well as user error. Overall, this labor intensive process was reducing profit margins and customer satisfaction significantly.

The Solution: FedEx Compatible Solutions Program

In 2005, RESC wanted to expand their business, but the administration process for online orders had to be reduced. This led them to research the FedEx Compatible Solution Providers to find the right solution. After researching several suggested FedEx Compatible Solutions Programs RESC demonstrated Nexternal Solutions' eCommerce platform. Nexternal was an immediate choice as the seamless integration with FedEx provided RESC with the automation they needed to redirect their focus back to the business expansion. After a couple of weeks, RESC was able to entirely eliminate the manual process of entering orders into FedEx Ship Manager at FedEx.com. The Nexternal integration allowed RESC the ability to bulk process FedEx shipments, generate airbills and send tracking numbers to customers with just a couple clicks.



"With Nexternal and FedEx we are now shipping more orders in less time and with fewer people. This automated procedure has allowed us to focus on growing our business instead of maintaining it. There is no doubt in my mind that without FedEx and Nexternal our company would be out of business."

Stone Craig
Owner Real Estate SuperCenter

About Nexternal Solutions:

Nexternal, a FedEx Compatible Solutions Provider and Tech Awards Vendor, develops innovative web-based eCommerce software that maximizes merchant profits. The intuitive always-onscreen shopping cart and traffic generation tools maximize revenue, while the Order Management System minimizes administration costs. Nexternal is affordable for companies of all sizes and is the choice of Alcoa, Hanes, Hershey, K2, Time-Warner plus hundreds of others. Learn more about Nexternal's integration with FedEx on the web at www.nexternal.com/fedex.

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