

# Unity Electronics: CoresenseIE™ Customer



With increasing order volume and customer support issues, Unity Electronics was in need of a solution to efficiently manage its large number of online channels, and track supply chain performance. After implementing CORESense, Unity reduced operating inefficiencies, increased order output by over 50% and realized an ROI in only 8 months.

## Executive Summary

Unity Electronics is an internet retailer specializing in the highly competitive arena of consumer electronics and personal computers. To be competitive in this market omnipresence

is the name of the game and efficiency in operations is paramount. Recognizing the complexity of managing a large number of online channels, handling an increasing volume of orders and customer issues and tracking of supply chain performance, Unity Electronics turned to CORESense. Since going live on the system, Unity has increased operating efficiency and order throughput by 50%.



## Company Profile

Location, location, location...it matters on the web too. Unity electronics sells through channels such as Amazon, Overstock, Yahoo, eBay as well as their corporate website. They are pioneers in the multi-channel online marketplace.

**Unity Electronics are pioneers in the multi-channel online marketplace**

Unity Electronics recognizes that the ultimate in customer satisfaction is achieved by selling customers what they want, when they want, where they want, at the lowest price. Established in October of 2000, Unity electronics has found the formula for online success exhibiting triple digit growth in a highly competitive market.



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### Project Objective

Implement a platform to:

- Simplify management of multiple sales channels
- Centralize the management of orders from all channels
- Streamline order processing
- Reduce procurement costs and PO lifecycle costs.
- Provide comprehensive audit trails relating all customer interactions, orders, shipping, vendors and sourcing

### Results

Russ Hedgpeth, President – Unity Electronics:

*“As we continued to diversify into new markets and sales channels we experienced inefficiencies with the numerous partner interfaces. We looked to CORESense to implement a system that would communicate with the many different interfaces. The new system needed to be seamless, real time, and always available...”*

*“As a result of implementing the CORESense system we have reduced our major operating inefficiencies and increased order output by over 50%.”*

*“The CORESense system has allowed us to spend less time on logistics and more time on growing the business.”*



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