

### CPI Interactive

Since 1994, CPI Interactive has been instrumental in **redefining and streamlining companies' business operations** by utilizing a combination of Business Process Management and Information Technology expertise.

In addition to using internal web portals and process analytics to empower senior leadership to manage change with confidence and squeeze maximal efficiency out of day-to-day operations, CPI has a proven track record of building companies' external web presence **from the ground up to having e-commerce sales of over \$25 million.**

As an IBM Business Partner, CPI Interactive has access to **the most powerful and efficient business analytics and web software options your company needs** to become more competitive and more profitable. It is our mission to understand your business and your customers, and then use that understanding to provide integrated, interactive Internet and Information Technology solutions **that help you reach your goals.**

### CPI Interactive Success Stories



### AutoAccessory.com

CPI Interactive and IBM partnered to upgrade AutoAccessory.com's E-Commerce infrastructure. The new software implementation reduced data-entry time by 5.5 hours/employee/day, reduced support training expenses by 80%, and increased revenue by 40%. In addition, customers reported increased satisfaction with the company's online storefront.

**Business Results: 100% ROI Achieved Within 7 Months**

**Sunrise Growers**

Sunrise, a strawberry grower agribusiness, had been using spreadsheets and legacy data-management systems to keep track of its business operations and manage the sales process. CPI Interactive built and integrated a modern sales reporting system, moving Sunrise’s technology infrastructure onto the Internet and allowing for further business automation.



**Business Results: 20+% Annual Sales Growth on CPI Infrastructure**



**OmegaCinemaProps.com**

Omega Cinema Props is the industry’s largest prop house, providing a massive selection of items for use in Hollywood. CPI Interactive consulted OmegaCinemaProps on securing an Enterprise Resource Planning solution and customized the solution for Omega’s inventory management needs.

**Business Results: 1990s Legacy ERP Solution Transitioned to Customized Internet-based Technology Infrastructure**

**Other Happy CPI Interactive Customers**

**Marimix**

- Turnkey E-Commerce Solution and E-Marketing

**Kawasaki**

- Content Management Portal for Public Relations

**Pioneer Electronics**

- Web Design

**Tenet Federal Credit Union**

- Online Banking Integration

**Cendant Software**

- Salesforce Automation

**Insurance Marketing Services**

- Online Single Sign-on Security Implementation

**Thelen Reid & Priest, LLP**

- Web Technology Maintenance and Hosting

**AutoByTel**

- Systems Integration

**The Volleyball Market**

- Turnkey E-Commerce Solution and E-Marketing

**Vans Shoes**

- E-Commerce Consulting

**O’Reilly Auto Parts**

- Systems Integration

**GCAP / San Diego County**

**Water Authority**

- Online Event Management