Consumers Interstate Corporation Revolutionizes Industrial Supplies Procurement With New Ecommerce Site Built on Insite Software B2B Ecommerce Platform

SuperSupplies.com Allows Organizations to Procure Office, Janitorial, and Industrial Supplies With Spending and Accounting Controls to Meet Corporate Cost Reduction Goals

MINNEAPOLIS, MN, Jan 22, 2013 (marketwire via COMTEX) . Insite Software, a leading provider of B2B and B2C ecommerce platforms and shipping solutions with more than 950 customers worldwide, today announced Consumers Interstate Corporation (CIC) has gone live with its newest version of SuperSupplies.com. Built on the InsiteCommerce B2B ecommerce platform, SuperSupplies.com delivers ground breaking ecommerce functionality that will forever change the way organizations buy industrial supplies.

Headquartered in Norwich, Conn., CIC is a leading industrial and business supplies distributor. Its ecommerce expertise is well recognized nationally and reflected in its patented Internet Procurement Method(TM), which utilizes the online tool SuperSupplies.com to simplify procurement of thousands of office, janitorial, and industrial MRO supplies for customers across the United States. CIC also provides a strategic value with Lean Procurement(TM), which helps businesses eliminate waste in their procurement processes.

Launched in 2001, the original SuperSupplies.com site enabled customers to efficiently place orders online using customized order forms that included live spending budgets. The new SuperSupplies.com site takes supply procurement even further with functionality that is unique in the industrial distribution sector, offering spending control usually found only in complicated ERP software solutions. This benefit is offered to customers of Consumers Interstate Corporation at no charge.
Key capabilities include:

- The Control Center(TM) is an online dashboard that provides customers with accounting and purchasing controls that function much like an enterprise resource planning (ERP) system. Multiple users can be set up and given different security permissions to access certain data, departments can be set up with spending budgets and reports are available 24/7.

- SilentSupervisor(TM) allows SuperSupplies.com customers to create monthly spending budgets for each buyer and department in their organization. This budgeted amount is displayed on the online Re-Order Form(TM) right at the point of ordering. The buyers will know exactly where they stand to their monthly spending budget.

- OfficeProductsSolution(TM) is one refined list of office products on an online Re-Order Form(TM) that multiple users can access to place their orders online. All of the orders from all of the users are merged into one display, which can be reviewed and edited by an administrator.

Kenn Fischburg and the team at CIC designed these capabilities to help their customers reduce spending on their office and industrial supply purchases. "Companies rarely have the time or expertise to evaluate and organize the procurement of these low value and high velocity office and facility supplies," said Fischburg, CEO of Consumers Interstate Corporation. "The objective of SuperSupplies.com is to help our customers reduce what they spend on supplies by adding control and accountability to the process. The combination of the SuperSupplies.com Control Center and SilentSupervisor -- our innovative budgeting tool -- helps our customers reduce spending significantly, simply by creating awareness."

The new SuperSupplies.com site was built on InsiteCommerce, the leading B2B and B2C ecommerce platform for enterprise organizations in manufacturing and distribution from Insite Software. Built with the unique workflows and business rules of these industries in mind, InsiteCommerce provides deep integration within a wide variety of ERP, CRM, and CMS systems, and is built upon best practices of successful web strategies, including website design, user experience, advanced site search, search engine optimization, merchandising, content management, and full integration to back-end systems.

"There are many ecommerce vendors that focus on getting organizations and transactions online, but we specialize in delivering innovative ecommerce functionality to enable organizations to achieve competitive advantage and create entirely new ways to go to market," said Brian Strojny, CEO of Insite Software. "Created on the InsiteCommerce B2B ecommerce platform and utilizing patent-pending technology, Consumer's Interstate Corporation's B2B ecommerce site, SuperSupplies.com, provides a significant value proposition -- a way for clients to automate and standardize procurement and save money in the process. We are delighted that CIC selected InsiteCommerce as the ecommerce platform for SuperSupplies.com and we look forward to a continued partnership in offering a robust and cutting-edge ecommerce user experience."

About Consumers Interstate Corporation Consumers Interstate Corporation, headquartered in Norwich, CT, is an advanced industrial and business supplies distributor established in 1947. Its e-Commerce expertise is well recognized nationally and reflected in its patented Internet Procurement Method(TM), which utilizes the online tool SuperSupplies.com to simplify procurement for customers across the United States. CIC also provides a strategic value with Lean Procurement(TM), which helps businesses to eliminate waste in their procurement process. For more information, please visit www.LeanProcurement.com .

About Insite Software Insite Software is a leading provider of B2B and B2C ecommerce platforms and shipping solutions, serving more than 950 customers, design agencies and .NET development firms across the globe. Headquartered in Minneapolis, Minn., Insite Software's solutions are used by leading manufacturers and distributors to sell and distribute their products to dealers, franchisers, stores, contractors, consumers and others. Insite offers ecommerce solutions for companies at all stages of adoption and addresses the unique needs of B2B and B2C sites. InsiteCommerce's ecommerce development platform offers .NET and other development firms an advanced toolkit to become self-sufficient and deliver more ecommerce projects in a short period time. InsiteCommerce is fully integrated with a wide range of cloud platforms, CMS, CRM, and ERP providers including Epicor, Infor, Microsoft, Sage, SAP, Sitecore, and Windows Azure. Visit us at http://www.insitesoft.com , or via phone at 866.746.0377.

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