

## Retail Case Study

Customer is a \$3.5 Billion retail hardware company with 4,400 locations across the U.S.A. – that has small, urban stores, large rural stores and everything in between, offering a wide variety of hardware and fix-and-replace type products, as well as niche items and services. This company changed the retail landscape by allowing individual stores to purchase merchandise in bulk to save money and buy at the lowest possible price. This partnership enabled even the smaller stores to compete effectively at retail despite larger stores in their market.



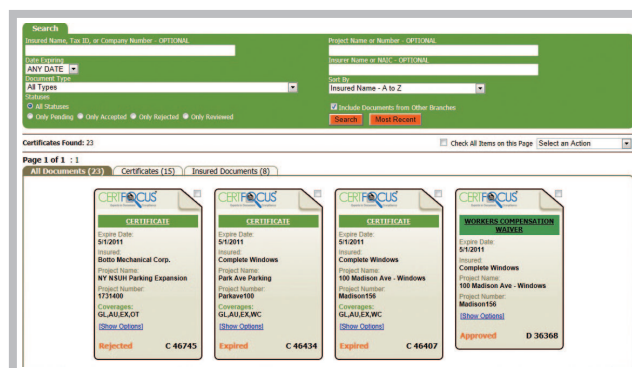
### Business Challenge

Company was not receiving good service from their last Certificate of Insurance (COI) management provider. Ownership of their provider turned over multiple times and last ownership had insufficient customer service and very low results on compliance ratios.

### Objective

Company was looking for a provider to service them as they expected to be serviced and get compliance ratio's significantly higher. To find a sound and solid solution that will provide a friendly and easy to use system with direct access to professional insurance resources when needed.

*CertFocus has a simple user friendly interface.*



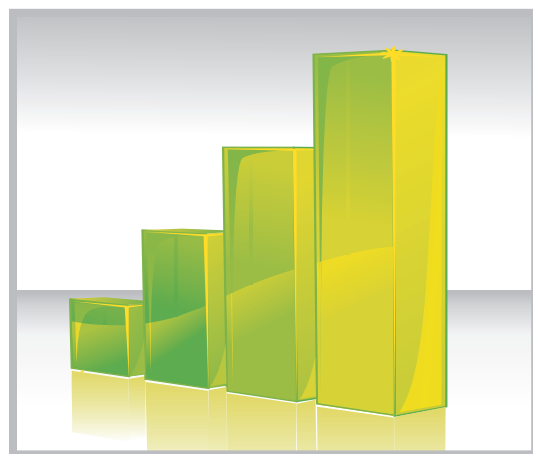
## Retail Case Study ...continued

### Methodology

CertFocus looked to provide customer with our proprietary process for raising compliance percentages, which enables accurate decimation of information from agents. CertFocus also looked to leverage it's dynamic reporting capability to deliver business intelligence to customer to help in aiding better business decisions, greater compliance levels and procurement activities. CertFocus also set to put a customer service process into action to ensure customer is able to speak to a live person every time they call.

### Results

Customer is now achieving advanced compliance levels that far exceeds their previous providers performance. When they call CertFocus to speak to a service professional, we answer with a live person never with a recording, there is a direct communication portal that enables the expediting of results between us and customer. The CertFocus system made the COI management process easier for the customer and customer receives accurate business information through the CertFocus detailed reporting module.



*We contracted with CertFocus in late 2009 to administer and manage a very difficult and complicated annual certificate and other related documents tracking program for thousands of our vendors. Prior to the hiring of CertFocus as our certificate tracking provider, we had employed the services of three other competitors who failed miserably and couldn't adhere to the quality of services provided by CertFocus. Like most certificate tracking programs, all of our vendors are required to submit valid Certificate's of Insurance on an annual basis that comply with insurance requirements established by us before the placement of an order. Vendor compliance had become a time consuming task and we had decided to outsource this process. CertFocus provided us with the solution that allowed us to fully automate this process and to reallocate risk management resources to other projects. With the assistance of CertFocus, we now have a certificate tracking process in place that complies to insurance requirements established by our organization. We are very thankful and appreciative to the services CertFocus has provided to us.*