



# **B2B eCommerce and Digital Marketing**

Keir Davis, Xtern Software

# About Xtern Software:



Xtern Software was founded by Keir Davis in 2002.



We are proud to call Greensboro, North Carolina, our home!



Our breadth and depth of skills set us apart from others.

# Our Team:



**Keir Davis** *President*

**Heath Webster** *VP Software*

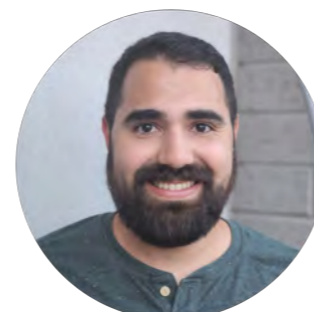
**Sue-Ellen Team** *Product Manager*



**Emily Linden** *Communications Director*

**Brandon Joyce** *Lead Web Developer*

**Jay Stadler** *Web Developer*



**Taylor Pell** *App Developer & UX Designer*

**Japp Galang** *Mobile Developer*

**Juan Pablo Marin Higueta** *Junior Developer*



**Sean Edwards** *Junior Developer*

**Tineshia Johnson** *Office Manager*

**Jordan Lowell** *System Administrator*

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# The ICG / Xtern Software Partnership:

- Jeff Bronson and Keir Davis met nearly 20 years ago and began collaborating on products designed to enhance Fourth Shift.
- Since then, Xtern Software has created a number of companion software products for Fourth Shift: Sales Manager, Options Assistant, Quote2Order, and RMA Assistant.
- Xtern Software has continued to expand its scope and expertise and has more products to share with manufacturers.



# Areas of Focus:

Custom Programming &  
Integrations

B2B Websites

Mobile & Web Apps

Digital Catalogs & Kiosks

B2B-Focused Digital  
Marketing



# Custom Programming & Integrations:

We work with trusted partners to provide critical B2B services such as sales tax and credit card processing.

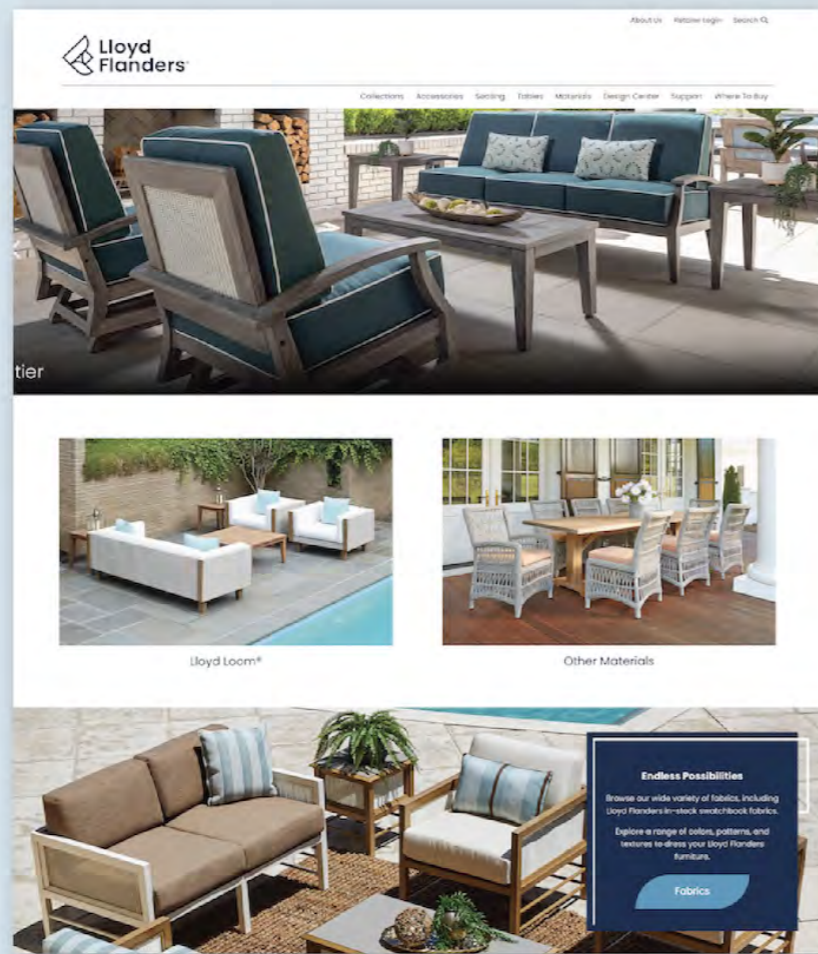
**Avalara**

**Authorize.Net**

In addition to Amazon Web Services hosting capabilities, Keir also holds an Amazon Web Services certification as a Solutions Architect (Associate).

**aws**





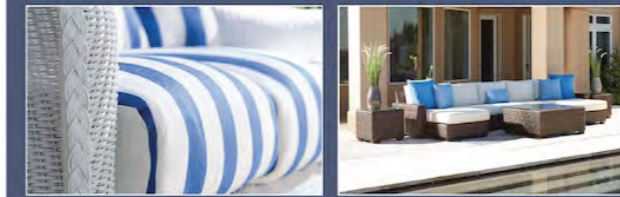
Menominee, Michigan-based fine woven furniture company, Lloyd Flanders, was originally founded in 1906. Xtern architected and designed their newly relaunched website, which showcases a new product visualizer and imagery for their heirloom quality furniture, while providing a frictionless process for current and prospective customers.

### Cushioning Premium Outdoor Cushion System

Our premium outdoor cushion system redefines outdoor seating comfort. Our cushions feature exceptional comfort and resilience, inherently mildew/bacteria resistant components, and incorporate US density High Resilience California Fire Rated Foam.

Lloyd Flanders® cushions use Bio Comfort® Foam Core cushioning, made with soy-based products. This reduces dependence on petroleum-based products, for an environmentally friendly foam cushion. The Bio Comfort® Foam Core is wrapped with 100% polyester fiber, a combination meeting the requirements of Tech Bulletin Cal. 117-2013. Bio Comfort® is a registered trade mark of Prestige Fabrications, Inc.

Bonded to this foam and fiber wrapped core is a 100% polypropylene knit jacket completely encasing the cushion. The jacket is composed of two layers of spun bond fabric which sandwich an inner layer of meltblown fabric. Meltblown material is hydro-phobic, which means to literally "shed" water.

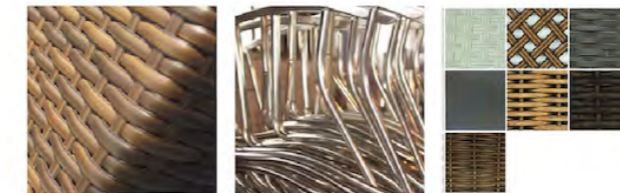


Lloyd Flanders is proud to offer a wide variety of fabrics, including our Lloyd Flanders in-stock swatchbook fabrics from Sunbrella®, Al Fresco, and Sunburbury. Explore the range of colors, patterns and textures available to dress your Lloyd Flanders furniture.

[Browse Fabrics](#)

### Other Materials inherent elegance and durability.

Lloyd Flanders offers a unique selection of vinyl all-weather wicker furnishings. From the classic romance of Medici, inspired by its sister nemesis, to the modern elegance of Contempo, our vinyl collections represent the best of traditional, transitional and contemporary decor.



Lloyd Flanders vinyl furniture is made with 100% virgin vinyl and has no added "fillers." This ensures that our vinyl will remain soft and pliable through many years of use and will hold its shape. UV inhibitors are added to protect from sun damage and prevent excessive fading.

Like our Lloyd Loom products, Lloyd Flanders vinyl furniture features welded all-aluminum frames that are corrosion-resistant and extremely durable.

Our vinyl collections are available in a variety of distinctive colors, textures, and styles that are suited for all of today's outdoor living spaces.

[Browse Other Materials](#)

### Sustainably grown, FSC certified.

Lloyd Flanders offers teak tables that complement our Lloyd Loom and vinyl collections. Our premium teak wood is ideal for outdoor furniture because of its high oil content, inherent strength and tight grain. Teak is naturally resistant to decay and doesn't get brittle with age, adding to its capacity to withstand climate and environmental changes.

Lloyd Flanders uses only sustainably grown and -harvested FSC-certified Brazilian teak wood in our outdoor teak furniture.



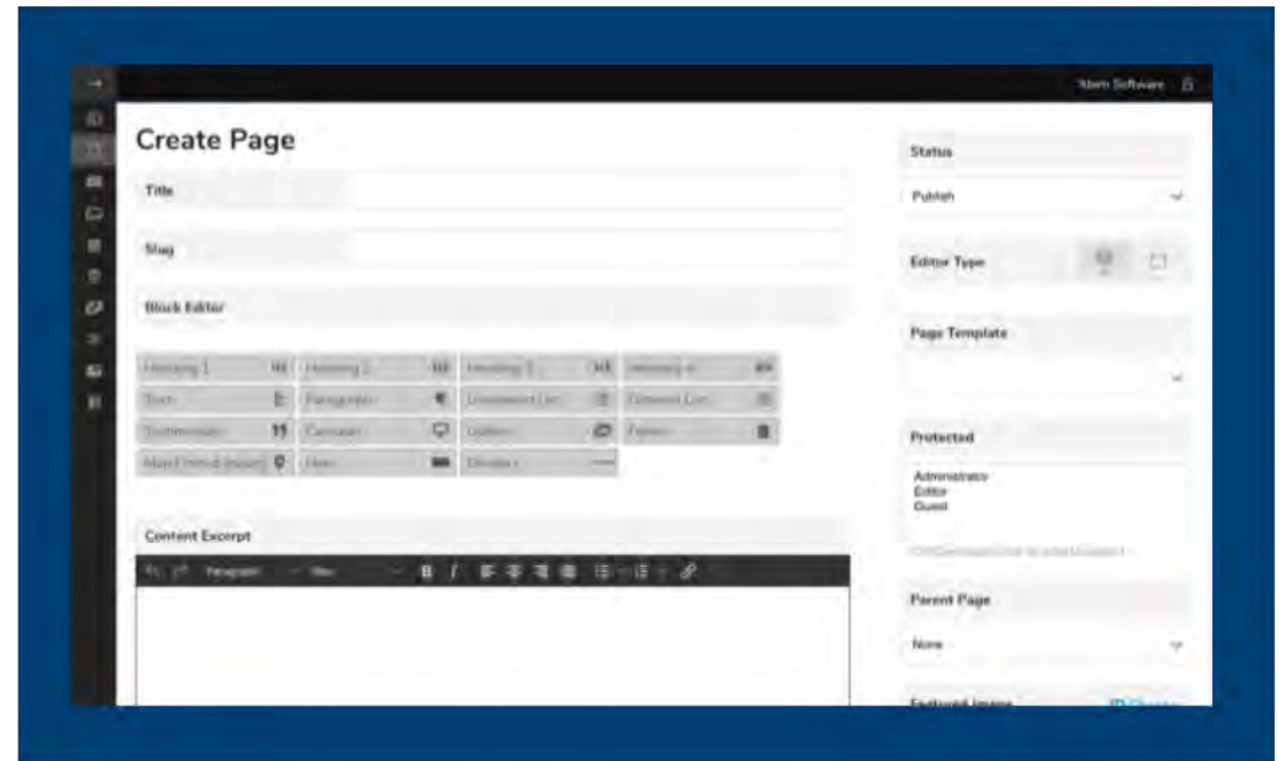
[Browse Our Teak](#)

# Websites

We build custom websites, exactly suited to the needs of your business. Our custom Content Management System (CMS), HarmonyB2B, was specifically architected for B2B manufacturers.

# HarmonyB2B

- Manage content with the right level of creative control while retaining site architecture necessary for optimized performance.
- Create eCommerce websites with product catalogs, and customer portals with specific access for user groups.
- Integrate product catalogs with kiosk displays, mobile apps, and product configurators.
- Customize pricing, shipping, and transaction services to support your customers every step of the way.
- Integrate with your enterprise resource planning software (ERP) to efficiently move data between business systems.

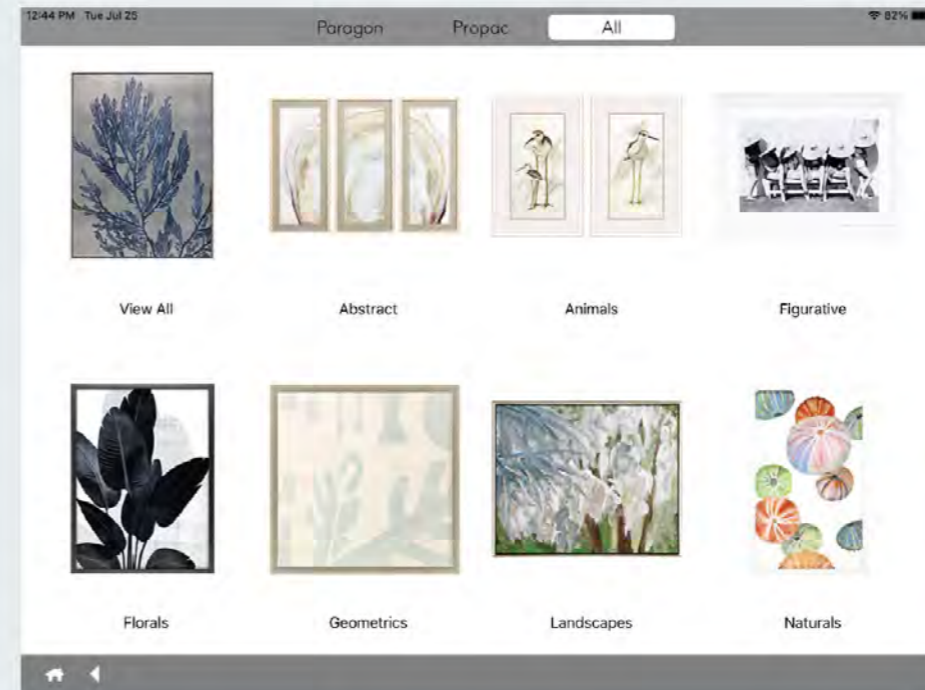
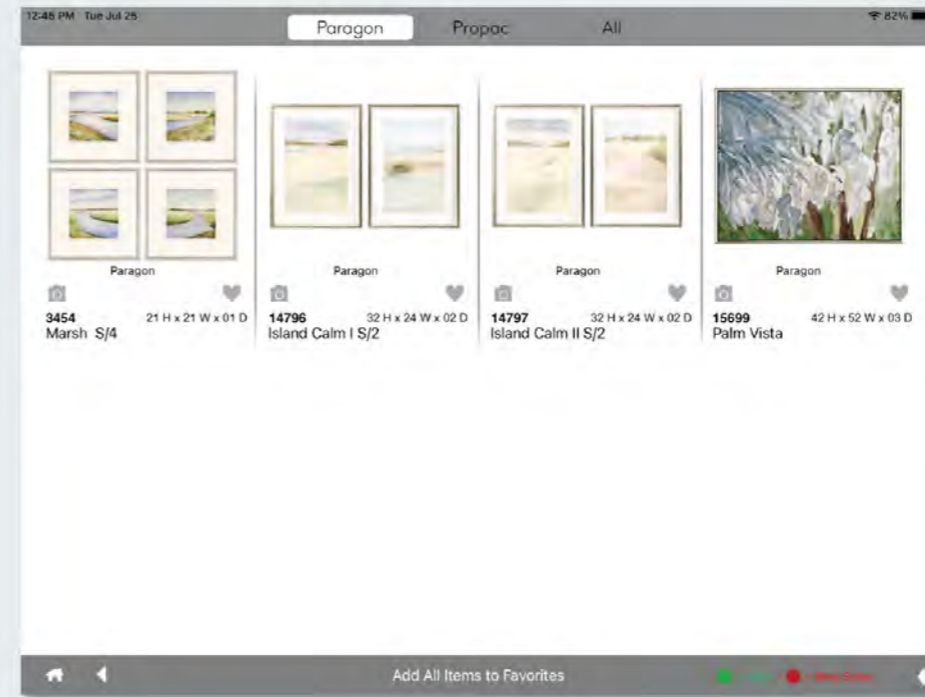


## Websites



# PARAGON

Albertville, Alabama-based Paragon, is among the largest wall decor manufacturers in the country. It was founded in 1970 and is currently led by second-generation members of the founding family. Xtern architected and developed their road app, which beautifully showcases all of their products, while providing robust searching and filtering functionality.

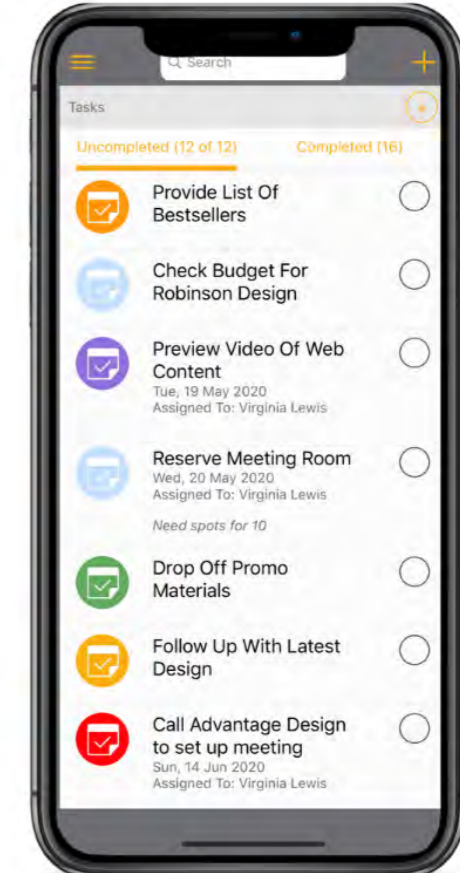
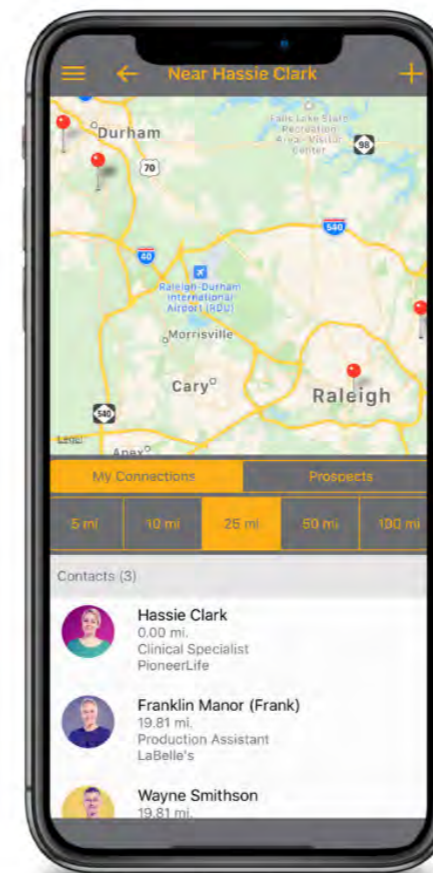


## Digital Catalogs & Kiosks

We create digital catalogs that can be used in both mobile app format and kiosk format.

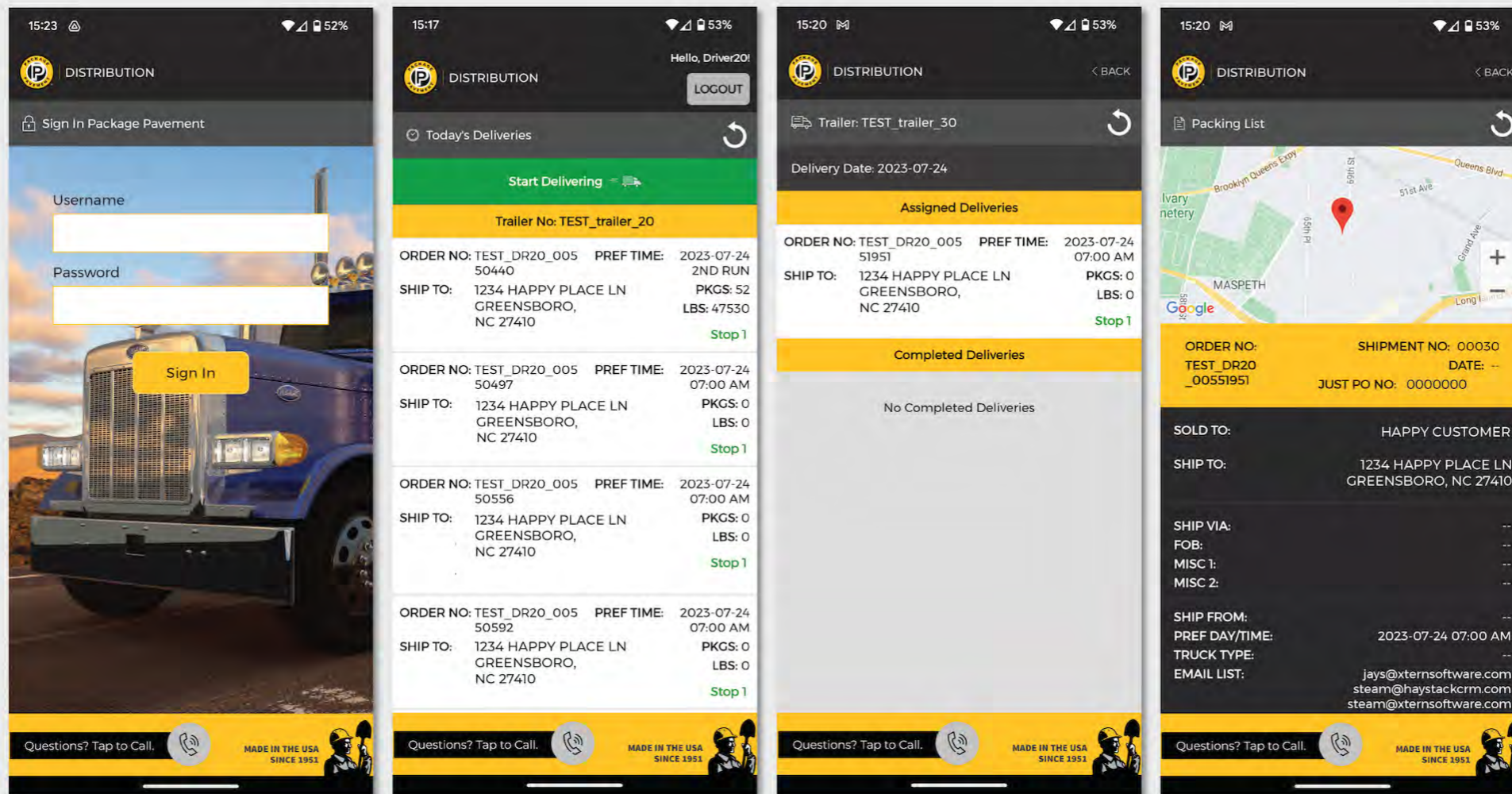
# HAYSTACKCRM

- HaystackCRM was developed internally by Xtern Software to run our small business and is now widely available and used by many manufacturers.
- Create company and/or contact records to track a sales process from start to finish.
- Manage tasks, events, opportunities, and quotes all in one place to optimize workflow.
- Utilize the dashboard, mapping features, and email integration to work contacts efficiently.



## Mobile & Web Apps

HaystackCRM is the only fully-integrated CRM for Fourth Shift. It has a modern, mobile-first platform designed to leverage relationship management data on the go.



Stormville, New York-based Package Pavement, manufactures and delivers construction and construction repair products. It was founded in 1951 and is currently led by a third-generation member of the founding family. Xtern architected and developed their dispatch app, which is designed to track distribution and deliveries of their products from warehouse to customers in real-time.

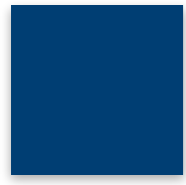
## Mobile & Web Apps

We create apps for startups interested in bringing new app concepts to life and for established businesses interested in app concepts to tackle an existing problem.



## B2B-Focused Digital Marketing

Xtern Software offers B2B marketing consulting, alongside our custom software development. This means that all components of a project work together, without needing to pull in additional costly resources.



# B2B-Focused Digital Marketing

Offerings:

Electronic communication creation

Website copy

Email newsletters

Blogs

FAQs

Product

Social Media channel management

SEO Analysis & Reporting

Style guide consultation

Print collateral creation

And more!





Learn more:



[sales@xternsoftware.com](mailto:sales@xternsoftware.com)



[www.xternsoftware.com](http://www.xternsoftware.com)



Xtern Software, Inc.

