

Case Study

Solution

eCommerce

Application

iStore Company Store Program

Industry

Franchising

Client

MonitorClosely.com

"Through our relationship with Prograde, we deliver a comprehensive print, promotional products and image apparel program to our Franchisees, while maintaining brand control. This partnership allows us to better focus our efforts on serving our Franchisees."

*Denise Donahue
Senior Vice President of
Marketing*



The Background

MonitorClosely.com
digital surveillance systems

MonitorClosely.com, the nation's leading digital surveillance systems franchise concept, markets, sells, installs, and services state-of-the-art digital surveillance systems for commercial and residential use through a nationwide network of franchisees. The franchisee customer base is unlimited and includes; day care centers, private schools, assisted living facilities, retail businesses, apartment complexes, office buildings, multi-unit fast food restaurants, hotels, banks, and private residences. MonitorClosely.com has recently been named as the 30th fastest growing franchise by national trade publication Franchise Market Magazine on its annual list of "Top 100 New Franchises". MonitorClosely.com's 5-year growth plan is to open 250 offices around the USA and Canada.

The Challenge

In the past, MonitorClosely.com managed its marketing collateral, promotional products and logo apparel internally. They sourced the products through a variety of suppliers, warehoused them and offered them for sale to their franchisee network through PayPal. As they grew, managing this internally began to take too much time. As a result, they decided to outsource the program to a company who specialized in online company store and fulfillment programs.

The Solution

Prograde proposed building a customized iStore online ordering site for MonitorClosely.com.

Prograde would produce or source a variety of marketing materials designed to help franchisees grow their business including direct mail and personalized brochures. While Prograde manages the process, MonitorClosely.com can now devote their staff resources to other strategic projects, without losing control of the company store program.



The Result

Franchisees now have a single source to order marketing materials, which can help reduce product and freight costs. Additionally, since all products are available online, MonitorClosely.com has a system to manage and protect their branding identity. MonitorClosely.com no longer has to manage inventory and carrying cost, as Prograde owns the inventory and bills each franchisee via iStore's credit card functionality.

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