

## Logix3 Customer Highlight

Logix3 is an innovator of Consumer Packaged Goods (CPG) packaging solutions, with over 35 years of managing and developing corporate brand products. Through its years of experience it has developed highly effective and streamlined workflow processes for developing CPG packaging that can be easily implemented through various industry channels. Logix3 currently markets its services in three target areas:



The screenshot shows the Logix3 Administrator interface. On the left is a navigation menu with categories like Searches, Products, Media, Folders, Suppliers, Publishing, Reports, and Workflows / Projects. The main area displays details for Workflow #38388, including a thumbnail of a product package, workflow name, flow step (Completed), initiator (Misty Everett), date initiated (Fri Jan 8 2010), and description (Revised artwork). A large red circle indicates the workflow was accepted. Below this, an activity log shows an 'Initial Review' task assigned to Cynthia Cory on 1/8/2010 at 9:16:39 AM, with a 'Review Disposition' of 'Accepted'.

Task Name:	Question	Answer
Initial Review	Comments	artwork approved per previous review compliance
Assigned To: Cynthia Cory	Review Disposition	Accepted
Due On: 1/12/2010 9:16:39 AM		
Completed On: 1/8/2010 10:23:15 AM		

- **Resource Center** is a product used for collaborative management of CPG goods, retailers and the manufacturer community. The shared data environment Resource Center provides, including security, workflow, and process accountability has been proven by Logix3 to be a highly efficient way to manage CPG data.
- **ONECLICK** is a packaging management service used by our customers to manage the workflows, generation and approvals of CPG packaging artwork. **ONECLICK** provides a significant value to manufacturers and retailers in speed to market and reduction of rework.

- **Logix3 Central Service Library** provides an extensible environment in which customers can repurpose their data and services to increase the provision of technology to the user base.

Logix3 turned to Midnight Coders and WebORB three years ago when it was challenged to find a way to support remote RIAs. Subsequently, Logix3 based its entire service line on the WebORB technology, which has allowed the Logix3 development team to quickly develop and run services in support of currently deployed applications. According to VP/CIO, Lloyd Kammerer, “We have had a highly productive relationship with Midnight Coders since our initial investment in the technology. Flat out, Midnight Coders has been one of the best technology vendors I’ve worked with. Logix3 has and will continue to recommend the company and its technology.”

Logix3’s applications run on Microsoft service/service environment with a Microsoft Silverlight and Adobe Flex presentation layer.