

# Software

Candid Color Systems® provides a powerful suite of software to help you earn more money and work less. CCS software tools help you Online, In-Office and On-Location to maximize sales, profits and time.

## CORE

CORE is our primary software platform. This web-based program (PC and MAC friendly) does almost everything In-Office and Online. (It doesn't do dishes, that would be silly. But it can make you better looking when your stress wrinkles go away, because sales are up & cash-flow is better!)



CORE has 3 pieces:

### CORE Office

A photographer's tool to manage events, place orders, plan marketing & view data. It's Free!

### CORE Retail

The powerful & customizable Ecommerce side of the platform. Custom branding available.

### CORE Admin Portal

A self-serve portal for schools or other clients to access images & data, select poses & run reports. It's Free!

### In a nutshell...

**CORE Office** allows photographers to:

- Manage everything about jobs such as email & text campaigns
- Customize retail ecommerce pages including watermarks & gallery layouts
- Create & Save "offers" (sets of products & pricing to be used later)
- Enter orders from pre-pay forms individually or via spreadsheet
- Manage images and pre-orders
- Access powerful reports to make your business better

**CORE Retail** empowers photographers to:

- Accept pre-orders, first orders, re-orders and onsite orders in one platform
- Offer Mix & Match packages from multiple images
- Sell more by offering product suggestions
- Create & accept gift certificates and coupon codes for savings
- Allow consumers to customize images with text & graphics
- Allow consumers to design-their-own packages using our Pick-A-Pack tool
- Let consumers select their own green screen backgrounds

**CORE Admin Portal** saves everyone time by giving staff at schools & organizations:

- A place to view & approve yearbook/composite images
- The ability to see who has not been photographed
- A tool to export names & data for field trips/events
- Access to download complimentary & PR images