



ThinkboxHQ

Crafting a Solution for Direct Selling Success

Brian Palmer, CEO of ThinkboxHQ, has had an intriguing journey when it comes to technology for direct selling. The unique business model, underpinned by the expert leadership of Palmer, has seen the company catapult to the forefront of innovative technology services, empowering direct selling organizations to thrive. At the core of their success story are two interconnected narratives: one tracing Palmer's time at Saint migrating platforms to Exigo, the other about ThinkboxHQ flourishing as a third-party services company and its ingenious customizations for clients on the Exigo platform.

MIGRATING TO EXIGO AS A CLIENT

As a seasoned veteran in the tech industry, with a rich professional history at Cisco Systems, Palmer has an acute understanding of the software arena. However, it wasn't until 2012 as the founder and CEO of South Hill Designs, that he dipped his toes into the world of direct selling, finding himself immersed in a niche that required a specialized tech solution. It was here that he first encountered Exigo. **"In evaluating the software options, we looked at it from a developer and technologist perspective,"** said Palmer, describing his initial exploration of direct selling technology platforms.

Years later, as President of Saint, Palmer harnessed the power of Exigo, moving the company from another platform onto Exigo, establishing his confidence in the system. **"Exigo stood alone as the only one that we could find that had a completely open API architecture that would give us the flexibility and capability to build what we wanted to when we wanted to,"** Palmer said. His experience of migrating from a competitor to Exigo offered valuable insights for his next venture.



INDUSTRY
Software Development

LOCATION
Scottsdale, Arizona

URL
<https://thinkboxhq.com>

Company Overview

Get matched with the best developers for your business in as fast as two weeks. We have an experience pool of developers ready for hire who can start immediately. Our team is always on the lookout for the very best developers to add to our roster. If we don't have the right candidate for you now, we will find them for you at no cost.



DEVELOPING ON EXIGO AS A TRUSTED PARTNER

ThinkboxHQ is a dynamic services company that develops customizations and integrations for direct selling clients. This flexible approach allows them to adapt their work to fit the unique needs of each client, leveraging the full potential of Exigo's API and comprehensive database, making Exigo a cut above the rest.

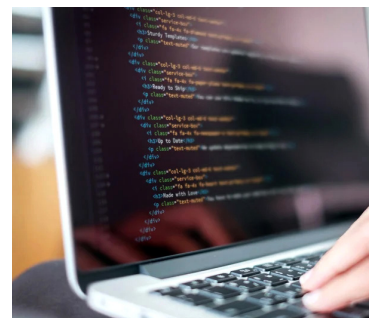
The company's breadth of experience developing on the Exigo platform, coupled with their deep understanding of direct selling, allows them to bridge the gap for their clients between the complexities of technology and the demands of business. They're able to translate technological jargon into actionable business strategies, provide web development, and tackle some tasks many developers prefer not to take on.

Additionally, the extensive knowledge Palmer's team gains from their diverse client base enables ThinkboxHQ to bring fresh insights to each new project, fostering an environment of constant learning and growth. For Palmer, the level of control, extensibility, and flexibility Exigo offers is unparalleled in the industry. ***"It's not just about exposing API access or database access; it's about a commitment to an ecosystem and partners that bring other perspectives, technologies, and offerings to integrate into the system"*** Palmer said. ***"There's nothing that I've ever found that I wanted to do, or a client wanted to do that couldn't be done on Exigo."***

A FUTURE OF PARTNERSHIP SUCCESS

Palmer's continued partnership with Exigo is firmly rooted in his past experiences with the platform. The freedom to customize and modernize the shopping experience, the ability to create intricate data dashboards, and the assurance of many options to accommodate diverse business strategies – all these features converge to make Exigo a superlative choice for ThinkboxHQ and their clients.

Brian Palmer's journey, both at Seint and as CEO of ThinkboxHQ, showcases the transformative power of the right technology platform. Emphasizing the significance of having an open and adaptable solution, he brings to light the strengths of Exigo and the positive impact it has had on the success of ThinkboxHQ and their clients. On the adaptability and flexibility of Exigo, Palmer concludes, ***"There are so many options out there for you, and it's really about business strategy. With Exigo, a company can pick what fits them based on their current and future strategies, and Exigo will help them get there."***



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Brian Palmer
CEO of ThinkboxHQ

Contact us at sales@Exigo.com to schedule a demo today.