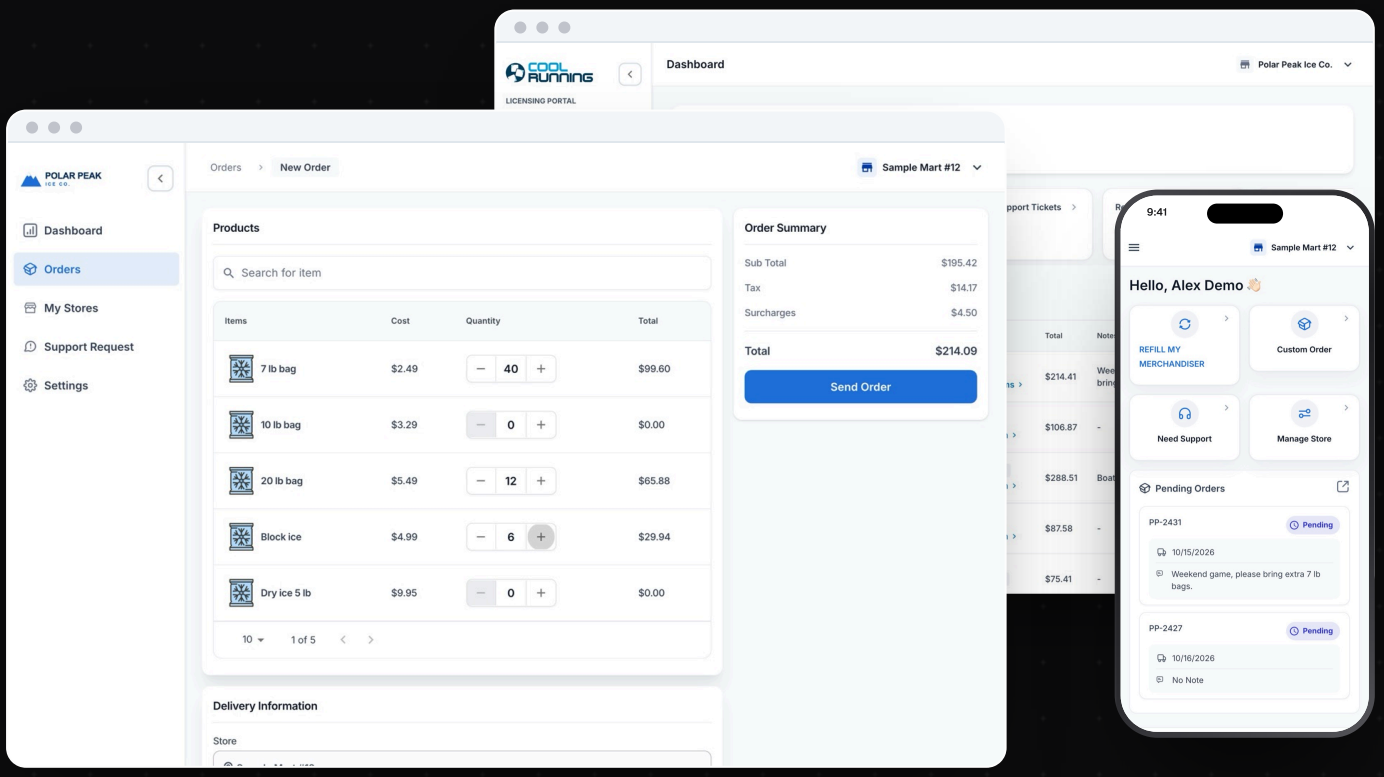
P26

CASE STUDY · COOL RUNNING SOFTWARE

BRANDED ORDERING PORTALS FOR DISTRIBUTORS

Ice orders, online. Under every ice company's own name.

For Cool Running Software, the Ohio company behind route, delivery and invoicing software for ice companies, we built Cool Portal: a licence portal where each ice company sets up its own branded store, and a customer portal on its own subdomain where stores order and restock any hour. Every order lands in Cool Running ready to route.



SAMPLE DATA · FICTITIOUS (POLAR PEAK ICE CO.)

WHY

Stores order online. Dispatchers stop retyping.

Cool Running licenses its software to ice companies, and each ice company delivers to stores. Stores still ordered ice by phone and text, and dispatchers typed every order in by hand. Cool Running wanted each ice company to have its own online store, under its own name, feeding orders straight into the routes.

BEFORE

The old way

- Orders by phone and text
- Every order typed in twice
- No ordering out of hours
- One brand for every ice company
- Prices and tax checked by hand

WITH COOL PORTAL

One portal. Every ice company's own store.

- A branded store per ice company, on its own subdomain
- Stores order and restock any hour
- Products, prices, surcharges and sales tax from Cool Running
- Approve or reject each order, with a reason
- Support requests built in

This guide shows the work we did for **Cool Running Software, LLC**, Ohio, from November 2025 to September 2026. The app screens are the **real portals run locally with fictitious data** (the ice company "Polar Peak Ice Co." and its stores are invented). The cr.cool and olmsted-ice.cr.cool sign-in pages are the live ones.

WHAT WE BUILT

Two portals, one API, live Cool Running data.

01

Licence portal

- Sign in with the Cool Running account
- Company set-up, brand and subdomain
- Dashboard and pending orders
- Accept or reject; registrations; support; settings

02

Customer portal

- Sign-up with an email code
- Link a store by checking its receipts
- Order, restock, track and cancel
- Support requests

03

White-label

- The subdomain loads the ice company's colour
- Its logo and favicon
- Set up in the portal, no developer
- One codebase for every ice company

04

Cool Running link

- Products, locations and prices, live
- Surcharges and sales tax
- Approved orders land ready for routing
- 91-endpoint API on AWS Lambda

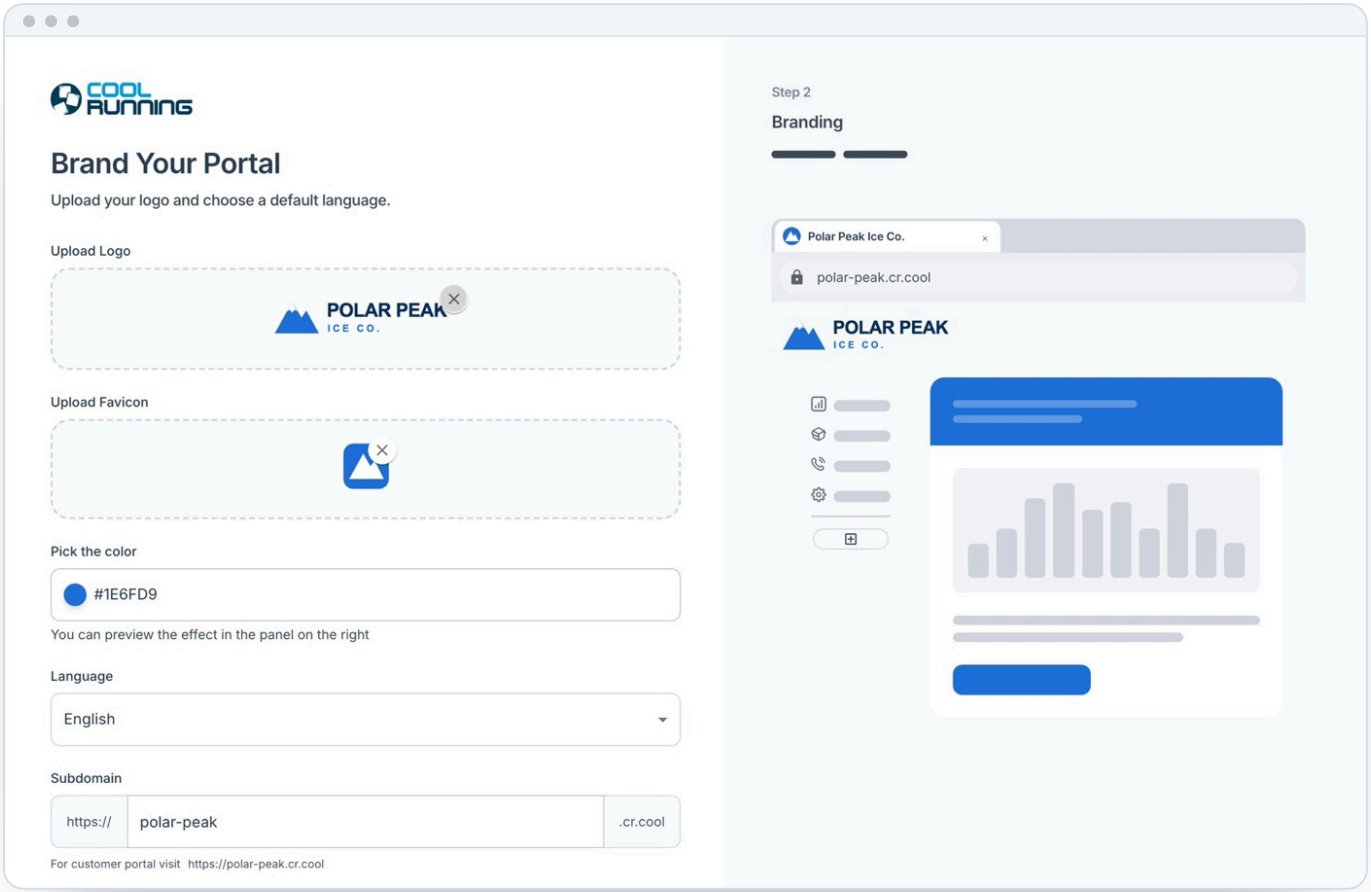
Ask for a quote

Branded ordering portals for distributors and route businesses, connected to the system you already run.

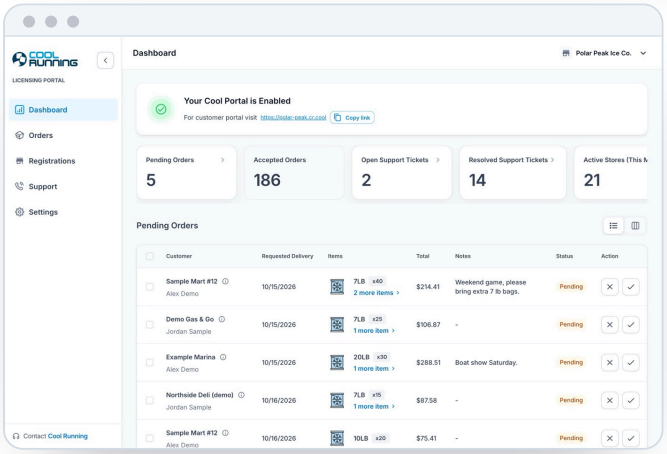
01 · LICENCE PORTAL · CR.COOL

Their brand, their subdomain. Their orders to approve.

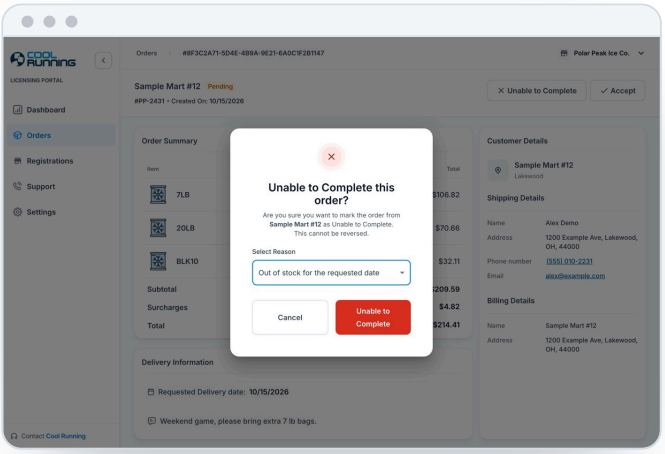
An ice company signs in with its Cool Running account. The first sign-in sets up the company, its logo, favicon, colour, language and subdomain, with a live preview. Then it runs its store: today's orders, approvals, store registrations and support.



ONBOARDING: BRAND COLOUR, LOGO, SUBDOMAIN, LIVE PREVIEW



DASHBOARD AND PENDING ORDERS

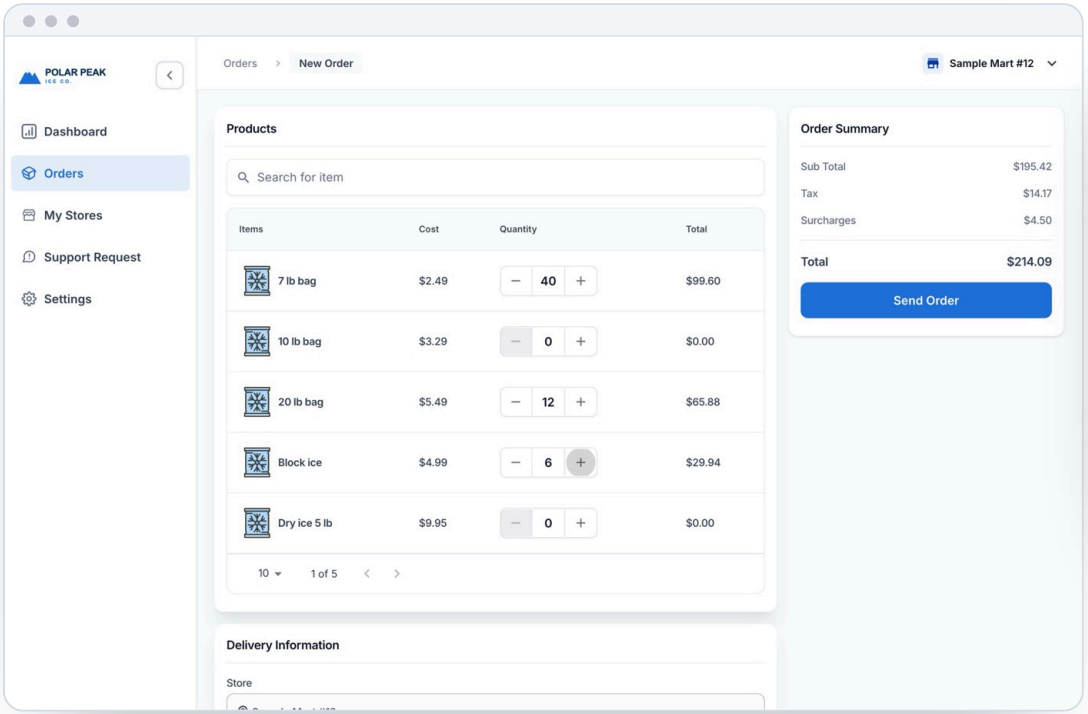


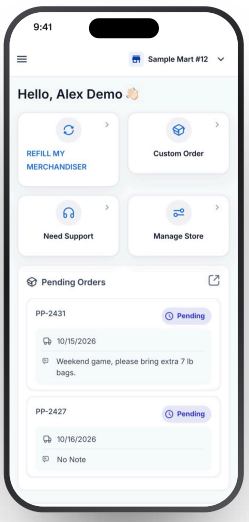
REJECT WITH A REASON THE STORE SEES

REAL LICENCE PORTAL, RUN LOCALLY · SAMPLE DATA, FICTITIOUS

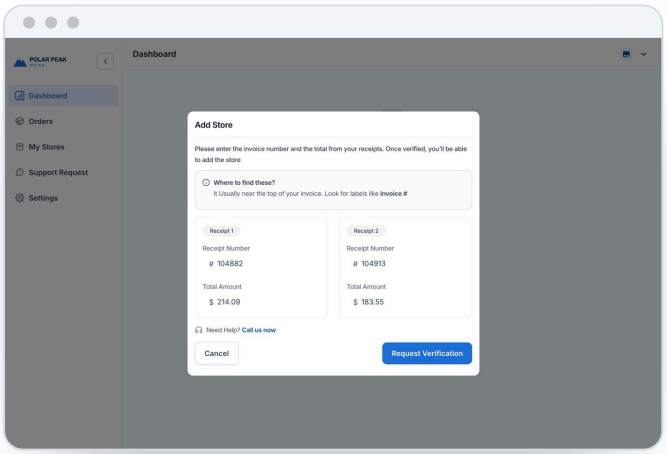
Order any hour.
Straight into Cool Running.

A store manager signs up with an email code and links the store by entering two of its receipts. Then: order bags and block ice at the store's own prices, with surcharges and sales tax worked out live; restock with a date and a note; track and cancel orders; raise support requests.

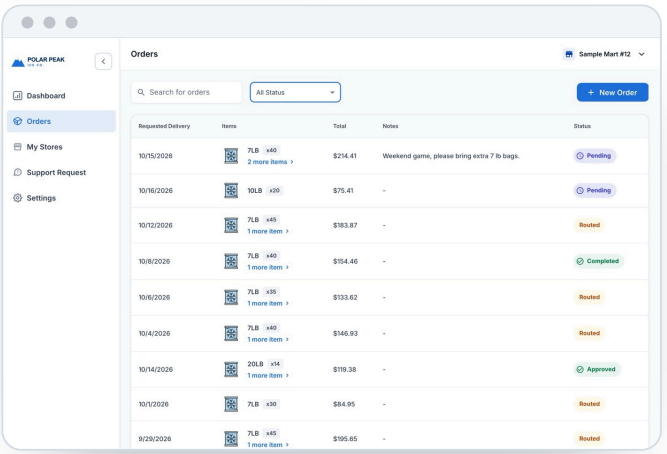




NEW ORDER: PRICES, SURCHARGES AND TAX FROM COOL RUNNING



LINK A STORE BY ITS RECEIPTS

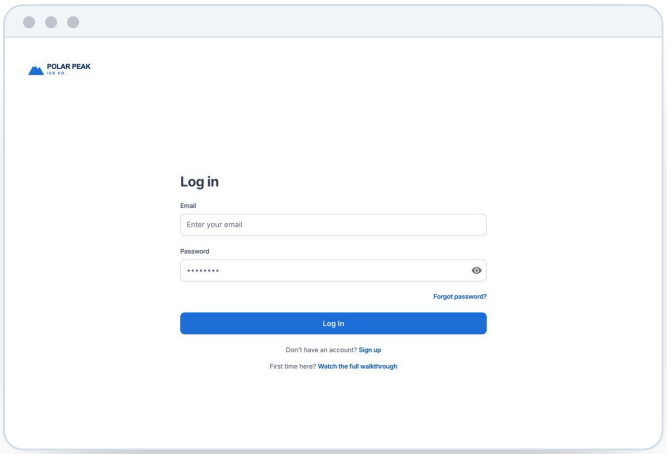


EVERY ORDER AND ITS STATUS

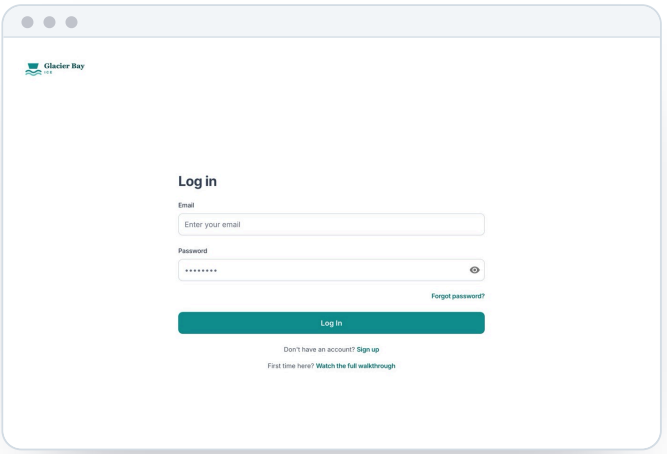
REAL CUSTOMER PORTAL, RUN LOCALLY · SAMPLE DATA, FICTITIOUS

Same portal.
Any ice company.

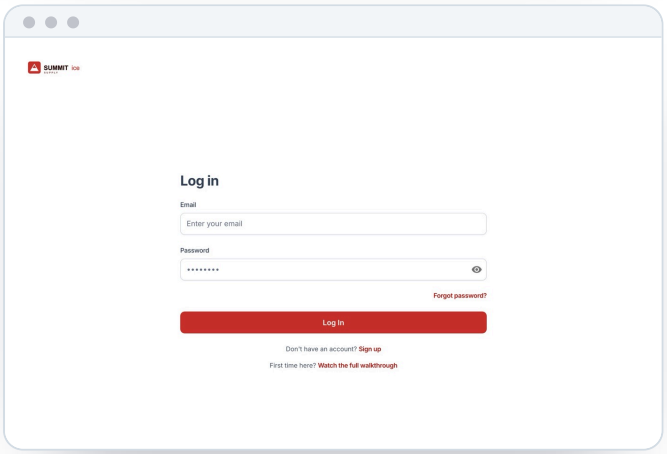
The customer portal reads the subdomain and loads that ice company's colour, logo and favicon. One codebase serves every ice company on Cool Running; each sets up its look in the licence portal.



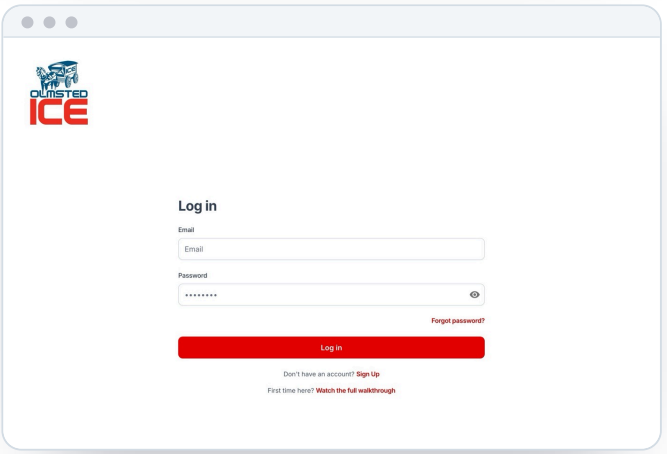
POLAR-PEAK.CR.COOL



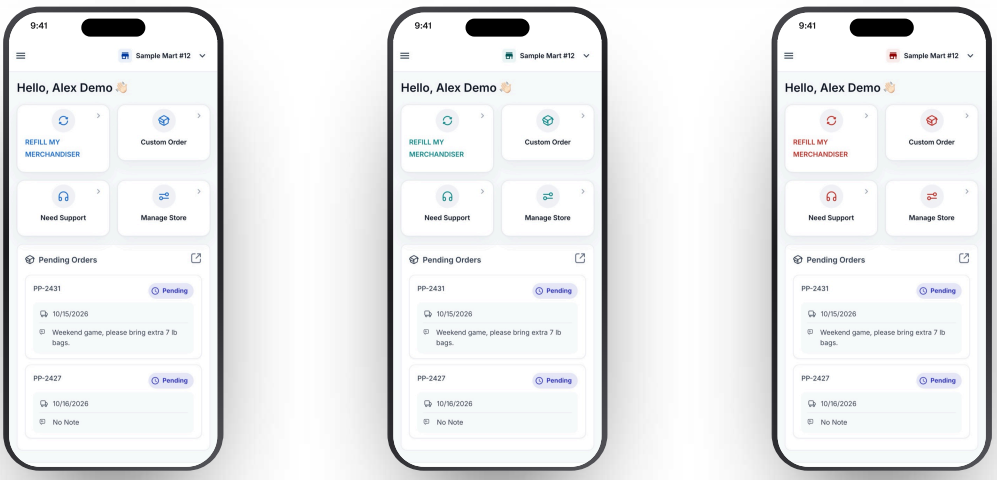
GLACIER-BAY.CR.COOL



SUMMIT-ICE.CR.COOL



LIVE: OLMSTED-ICE.CR.COOL

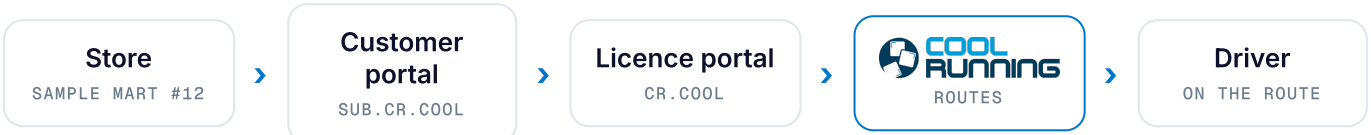


FICTITIOUS BRANDS, SAMPLE DATA · OLMSTED-ICE.CR.COOL: LIVE LOGIN

04 · HOW IT FITS

Orders in, routes out.

Stores order on the ice company's branded site. The ice company approves in the licence portal. Approved orders land in Cool Running, which plans the routes and the invoices. Products, prices, surcharges and sales tax flow back live, so nothing is typed twice.



BUILT ON

AWS Lambda + API Gateway	Aurora PostgreSQL + Drizzle	Amazon S3 + SES
React 19, Vite, MUI 7	Redux Toolkit, TanStack	Node 22, Express 5
OpenTelemetry, PostHog	GitLab CI to S3 + CloudFront	API messages in English and Spanish

91
API endpoints
CR-STORES API

11
database tables, 28 migrations
CR-STORES API

23
screens: 8 licence portal, 15 customer portal
PORTAL ROUTERS

9
email templates: orders, sign-up, support
CR-STORES API

Order statuses run Pending, Approved, Rejected and Routed. Orders come from stores, from EDI, and auto-created from volume sensors.

FROM THE SOURCE CODE: CR-STORES (API, LICENCE PORTAL, CUSTOMER PORTAL), NOV 2025 TO SEP 2026

Cool Running Software, LLC has made route, delivery and invoicing software for ice companies since 2004. Its owner and creator, Tony Dickson, ran Olmsted Ice for thirty years. The P26 team built Cool Portal, the API and both portals, from November 2025 to September 2026 (342 commits).

1 day
to put a new ice company's branded store online
CLIENT-REPORTED, NOV 2026

60%
fewer phone and text orders for dispatchers to type in
CLIENT-REPORTED, NOV 2026

24/7
stores order and restock any hour, straight into Cool Running
2026 PORTAL

0
orders typed twice: products, prices and tax from Cool Running
2026 PORTAL

> "They took the time to understand our unique business rules and handled adjustments with great patience. We couldn't be more pleased with their work and have already signed them for a much larger development project. Highly recommended for international collaboration."



Tony Dickson
OWNER, COOL RUNNING SOFTWARE

- Licence portal: 8 screens · customer portal: 15 screens
- API: Node 22, Express 5, Drizzle, PostgreSQL on AWS
- Live link to Cool Running for products, prices and routing
- Built Nov 2025 to Sep 2026

CR.COOL

CLIENT-REPORTED FIGURES: COOL RUNNING SOFTWARE, NOV 2026. PORTAL FIGURES FROM THE 2026 SOURCE CODE.

HOW WE WORK

From your back office to a store your customers use.

01

FIRST CALL

Walk the orders

How orders arrive today, who types them in, and where they go next. We read your system's API and the rules behind prices, tax and delivery days.

02

PLAN

Screens and brands

The screens for each role, what changes per customer brand, and what the back office approves, agreed before we build.

03

BUILD

Build on your API

We build against your API with sample data first, then real accounts, and ship in steps your team can test.

04

HAND OVER

Launch and support

Turn stores on one customer at a time, fix what the first weeks turn up, and keep adding what your customers ask for.

WHAT WE NEED FROM YOU

- API docs for your back-office system
- How prices, surcharges and tax work
- How orders are approved today
- An AWS or cloud account
- One person who can say yes
- A test account with sample data
- Your brand files, and a customer's
- Who can see what, by role
- Domains and email sending
- Feedback within a day at each step

P26

BRANDED ORDERING PORTALS FOR DISTRIBUTORS

Book a free 30-minute call.

Ask for a quote

A branded ordering site for each of your customers, approvals for your team, and a live link to the system you already run. Tell us about your customers and your back office, and we will quote for the build.

abhishek@p26.co

+91 74057 38627
CALL OR WHATSAPP

cal.com/abhishekj/p26-meeting
BOOK A CALL

Vadodara, Gujarat, India

Scan for the Cool Portal case on p26.co

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