



APPLICATION AND
DATABASE SERVICES

TURN A FLOOD OF AMAZON SALES DATA INTO A WAVE OF SUCCESS.

A supplier of commercial products was looking to branch out, gain market share, sell more products across a wider area, and benefit from an inbound sales channel. Amazon Marketplace enabled them to do it all. But with higher sales came bigger headaches, and Innovative Solutions stepped in to help!

THE CHALLENGE

Amazon Marketplace is a service of the online retail giant that allows sellers to carve out a space within the Amazon shopping universe, while maintaining their individual identity as a seller. It's been a rapidly growing space for retailers of every size and category, in recent years.

One Innovative Solutions customer saw the potential and jumped onboard. It wasn't long before they happily experienced a significant increase in sales. But there was a catch: all the data from those new orders from Amazon had to be manually entered into their ERP system. Order information needed to be exchanged and validated between the two systems.

Amazon has web services (software that allows computer systems to communicate) to expose marketplace information. In addition, Amazon delivers complex periodic settlement reports to sellers. However, in both cases, the data isn't in a format that translates easily into a seller's ERP system. These complexities put a heavy strain on their accounting department and left them vulnerable to inaccuracies from manual data entry.

Among the difficulties:



Limited compatibility between Amazon web services and the supplier's ERP system



Settlement reports included partially fulfilled orders, complicating reconciliation



Some of the data fields the company used weren't available via Amazon



Sales tax calculation differed between Amazon and the company's ERP system

The company hit a ceiling on how much business they could do through Amazon. So, they needed to scale up, or stop growing.

THE INNOVATIVE SOLUTION

Innovative Solutions provided the company with Amazon Marketplace Integration—a customized platform that automatically transmits data from Amazon into the company's ERP system. Now they can translate all the data and tracking information within their ERP systems. It's a seamless process for their accounting department .

Their customized platform:

- 1 Uses Amazon Marketplace web services to periodically pull order information and put the data into an intermediate database.
- 2 Automatically aggregates all the orders coming from Amazon each day into consolidated batches for easier reconciliation.
- 3 Adds orders into the customer's ERP system using the ERP's web services.
- 4 Features a web application that allows the customer to view order progress and visualizes aggregated orders.
- 5 Runs regularly scheduled processes without the need for human intervention.
- 6 Makes processing of periodic Amazon Settlement Reports easier through a simple, custom web interface.
- 7 The customer engages the Innovative Solutions team, on an ongoing basis, to ensure their Amazon Market Integration platform is running fast and smooth.

BYE-BYE, BOTTLENECKS. HELLO, EFFICIENCY.

This solution eliminates hours of manually transcribing data between Amazon and their ERP system, accuracy issues, and limits to their growth potential.

With Amazon Marketplace Integration, the customer found the scalability they needed to grow online. The platform was so effective, they even had the confidence to acquire a competing store, which tripled their Amazon Marketplace volume—an impossible feat had they been entering data manually every day. What used to take the company's accounting department weeks is now done in hours.

The platform has also helped the company expand their geographic reach—from a regional supplier to a national one. It also enabled them to expand their product line. In fact, from **September 2016 to January 2017, the company saw:**

3.0x the **sales** for the new store over their traditional store **3.4x** the **transactions** of the traditional store

Innovative Solutions saw a customer with a great challenge, and transformed it into an asset for them. Amazon Marketplace Integration is more than a custom platform we offer our clients; it's a prime example of how far we're willing to go to knock down roadblocks to your success.