E-retailers can manage more complexity with agile software

SELLERCLOUD ESTABLISHED ITSELF IN 2010 AS A TECHNOLOGY COMPANY that creates customized, agile software programs. While SellerCloud's core technology for e-retailers is an inventory and order management system, the technology is engineered to easily integrate software from other companies to add functionality and create an end-to-end e-commerce platform e-retailers can use to manage multiple sales channels and marketing.

"We cover everything in the back office from purchasing and receiving inventory to shipping orders, as well as the marketing of products through publication on sites such as eBay and Amazon," says founder and CEO Jeremy Greenberg.

While Greenberg recognizes there are other technology companies that offer similar e-commerce services, he says many of those solutions are built to fit the needs of an average company. "Then customers hit a brick wall when it comes to certain functionalities that need to be added on," Greenberg says. "Because we are structured in a way that we can customize things and are agile and flexible, we allow customers to adapt to different requirements as they arise." Being agile allows SellerCloud to make these changes without creating new software.

A comprehensive solution

SellerCloud manages all the implementations and integration work themselves. "We take full responsibility for implementation," Greenberg says. "By handling all of the aspects of the business—from shipping to marketing—it means a customer has only to deal with one point of contact when it comes to solving any problem."

SellerCloud's in-house team includes programmers who work exclusively on customizations. "A lot of customizations can actually be done in a few hours," he says. "In fact, things are very flexible and easy, and in most cases changes can be made without any major overhauls."

Greenberg says SellerCloud's developer team also is continually working on new system features based on customer feedback and requests.

"We listen to them and help them manage all of their orders through their system," he says. "We're always trying to accommodate new requests, which is why we have more than 50 channels we're integrated with." Those channels go beyond online marketplaces. For example, SellerCloud's software is integrated with the electronic data interchange networks (EDI) a number of e-retailers use to convey orders to their suppliers to fulfill with drop shipping, including Wayfair Inc., Hayneedle Inc. and ATGStores.com.

JEREMY GREENBERG
Founder and CEO of SellerCloud

Greenberg notes that many of his e-retail customers began in retail as smaller companies, selling exclusively on Amazon's marketplace or eBay. But in 2016, they are selling through multiple channels and adding more marketplaces, which can make management more complex. However with SellerCloud, the merchant has one central reporting system that synchronizes their product inventory feeds across channels.

SellerCloud also enables e-retailers to efficiently market products online, such as by allowing merchants to publish their product catalogs to more channels, resulting in additional sales from the added exposure. "We have both a marketing and functional type of solution, both of which are important tools to success," Greenberg says. "Any disconnect between the two can create inefficiencies." ∎