

CommerceESB Benefits

Automate Merchant Operations: Merchants use CommerceESB to automatically route orders to suppliers, keep inventory in synch, and upload ship tracking from suppliers to buyers.

Supplier Protections: CommerceESB connects only authorized merchants to supplier data, keeps strategic data assets secure, and enables suppliers to proactively manage MAP violations.

Quick Return On Investment: by simply eliminating stock outs, merchants can see ROI in as little as 3 months.

Win-Win for Merchants and Suppliers: With operations now automated, merchants can now focus on increasing selection, marketing, and growing sales!

For more information or to schedule a demo, contact:

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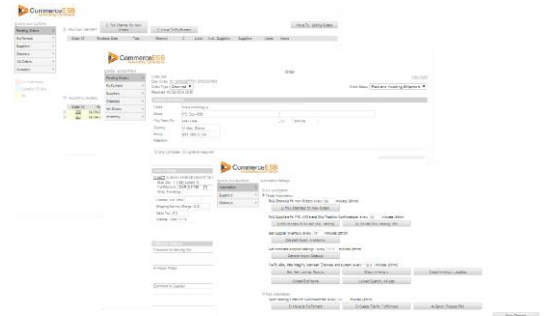
Enabling Higher Sales Volume – Protecting Supplier Interests

Business Problem: leveraging online merchants to increase sell through is attractive but brings some significant risk to supplier business models:

- **MAP Violations:** Suppliers cannot easily monitor when their authorized merchants violate MAP policies, placing supplier/brand relationships at risk.
- **Data Protection:** Crucial to supplier strategic advantage is keeping key data such as inventory levels and wholesale costs exclusive to entitled merchants only. Data “leakage” to external entities (e.g. shopping comparison sites) can unnecessarily drive down margins.
- **Poorly Run Merchant Operations:** Because merchants are often operating with manual processes, they cannot easily stay current with supplier inventory fluctuations. The business impact is significant and real: [a] merchants cannot scale their sales and operations, [b] merchants cannot recoup transactional fees for stock out related refunds (e.g. card processing fees), and [c] merchants will see reduced sales as e-commerce venues start penalizing sellers who cannot manage their stock outs.

CommerceESB Solution: *CommerceESB* leverages 15 years of technology development to provide merchants an affordable, easy-to-use, technology-independent platform to automate their drop ship operations – and simultaneously protects the interests of suppliers.

Focusing on removing the friction in merchants’ drop ship operations, *CommerceESB* automates merchants’ key business processes such as order management and inventory synchronization – allowing merchants to grow top line revenue *and* bottom line profitability.



Key Merchant-Facing Features:

- **Automated Order Management:** *CommerceESB* can poll any online sales channel and electronically route orders for local fulfillment or to their suppliers; and likewise automatically send supplier shipping confirmations back to the online buyer.
- **Multi-channel Inventory Synchronization:** When local or suppliers’ inventory quantities change, *CommerceESB* adjusts inventory on online channels automatically; and automatically de-lists any item if the quantity dips below a merchant-defined threshold.

Key Supplier Protections:

- **Exclusive Supplier-to-Merchant Relationship:** *CommerceESB* only connects suppliers – and their data – to authorized merchants.
- **Data Integrity:** Key data such as stock levels can be masked by *CommerceESB* prior to transmission to online sales channels – keeping strategic supplier data secure.
- **MAP Violations:** *commerceESB* can notify merchants – and automatically take corrective action – if they have any MAP violations.