

CommerceESB Case Study: Helping A Small Business Thrive and Grow

Business Problem This online retailer* sells consumer goods primarily through eBay with a mix of local and drop shipped inventory. As a “one man shop” the owner managed all of his listings, inventory, drop shippers, and orders himself – and entirely manually. Although sales were good enough and his buyers were happy with his customer service, the owner had no time to grow his business (or do anything else for that matter).

His entire day was consumed with manually keeping track of drop shippers’ quantities, updating & ending eBay listings, downloading orders, and copying/pasting order information to his drop shippers. Later in the evening – every evening – he went back to work copying/pasting ship tracking information from his drop shippers back to the eBay orders.

Not only could he not step away from his business, there was no time to even think about how to grow the business – much less actually add more inventory.

CommerceESB Solution

The owner partnered with CommerceESB to implement a fully hosted online solution that automated his day-to-day drop ship operations. Specifically, he used CommerceESB’s easy and intuitive software to:

- **Automatically keep quantities in synch with what his drop shippers actually have on hand.** When a drop shipper falls below a designated threshold (set by the retailer), the eBay listing’s quantity is automatically set to zero. When the supplier replenished inventory, the listing’s quantity is automatically updated.
- **Automatically download orders from eBay and route orders directly to the supplier’s systems for fulfillment.** Items from local inventory could likewise be separated from drop ship orders.
- **Automatically take suppliers’ ship tracking information and upload to eBay**
- **Provide a 100% visibility into all of his inventory,** local or drop shipped – including items he had yet to list on eBay

Business Benefits Because most of the day-to-day drudgery of managing his business is taken care of by CommerceESB’s software, the owner could *immediately* turn his attention to growing his business. Since implementing commerceESB’s drop ship automation solution, the seller **tripled his eBay listings and grew his revenues by over 100%.**

* We keep our customers’ (and their actual drop shippers’) names confidential to ensure they maintain their strategic advantages. Every customer we’ve served has a similar story leading to success and delight. Contact us via e-mail (info@commerceESB.com) to set up a demo and learn how we can ease your burdens and fuel your growth.