



AMAZON API INTEGRATION

OUR CUSTOMER

DTC home decor supplier

ABOUT OUR CUSTOMER

This company is a well-established direct-to-consumer manufacturer and seller of artificial plants and foliage.

Their products are sold directly from their website as well as on Amazon's marketplace and other retailers.

Like a lot of home decor companies, they have seen a dramatic increase in the volume of orders as well as more retailers selling their products.

KEY FOCUS FOR THIS PROJECT

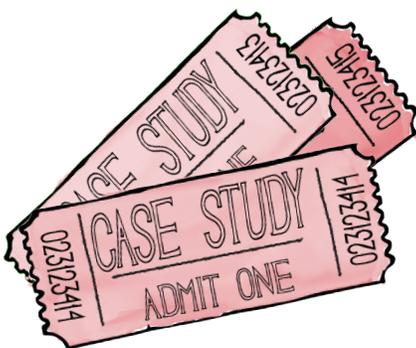
Drop Shipping

THE ISSUES TO RESOLVE

This supplier of artificial plants has a relationship with Integral Group but as their business needs continued to grow, they were looking for assistance with their increased level of drop shipping.

As a direct-to-consumer supplier selling on Amazon's Seller Central, the amount of orders they were receiving was becoming more intense and the amount of manual keying-in of each of these orders was beginning to cost a lot in time and increased the potential of manual inputting errors.

The supplier was looking for a simple way to connect their ERP system to Amazon's API. They had been with a large EDI provider in the past, however, this provider wasn't able to meet their needs. So they looked to us to help increase the efficiency of their drop shipping and keep up with their increasing sales.





THE INTEGRAL GROUP SOLUTION

Having already provided connections for customers on Amazon Seller Central, we immediately were able to provide a better solution for their drop shipping needs.

Now, when customers purchase their products from Amazon, we pull in those orders from Amazon via their API. We then send those orders to the supplier's ERP and they ship directly to the consumer.

Once the order is placed they are connected to their shipping system which sends back the confirmed details including a tracking number and an estimated delivery date.

The information is then sent to Amazon via their API. This ensures Amazon has the accurate information in the timeliest manner possible.

An added feature to this new connection is that the supplier can now update their inventory information when needed and is sent to us which we transfer to Amazon via API as well.

This connection has allowed the supplier to handle their increased volume and move their products with more speed and efficiency than ever before.

- Due to increased volumes, they had a bigger need for efficient drop shipping
- They are gaining a lot of sales through Amazon Seller Central and wanted to integrate to Amazon's API more easily
- Integral Group integrated their ERP system with Amazon's API
- Supplier can now handle the increased volume with greater speed and efficiency than ever before

