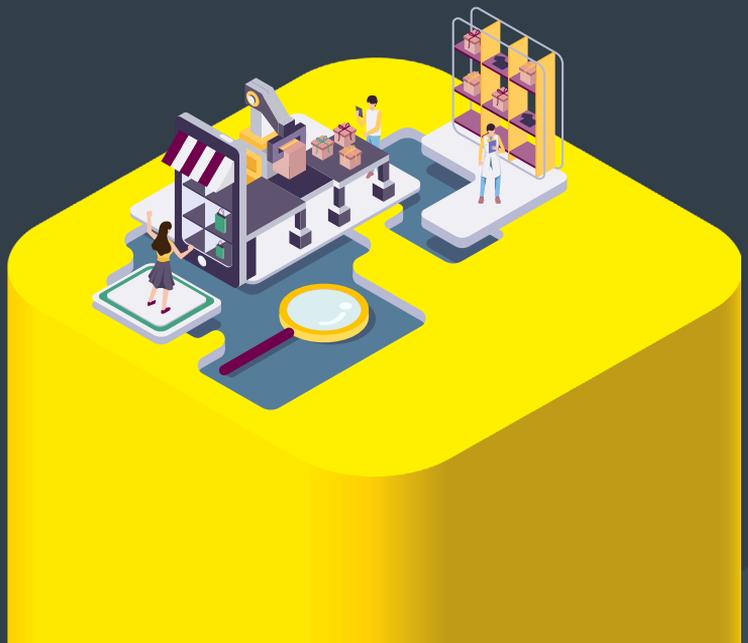# Marketplace Management

One System, Total Control

Online marketplaces have emerged as a powerful means of increasing revenue and driving business development. But setting it up for success not only calls for smart decisions about strategic fit and operational requirements; it entails leveraging the right technologies to support this business model.

Therefore, to unlock the potential of this operationally complex revenue stream, integration with your ERP/business software system is crucial. It will simplify and automate the flow of order, product and inventory data into and out of your marketplaces.

The **Intact system – Syncfinity Marketplace Management solution** connects, integrates and synchronises data to and from your Intact ERP/business software system and your marketplace channel/s in real-time. It will also enable you to manage your entire marketplace selling operation via your Intact ERP/business software system. This helps reduce human error, inefficiencies, and time-lags. It will also increase accuracy, help protect margin and improve customer satisfaction. It will enable you to scale and add on additional marketplace retailers with ease with all sales activity managed in one place.

"

Whether you are an established or scaling marketplace seller the Intact Syncfinity Marketplace Management solution makes it so easy to manage and optimise your marketplace sales channels.

It removes all of the pain and manual work of listing products, managing stock levels, orders and pricing. Everything is managed in an automated fashion via the Intact system and the live feed back into Intact means you can pretty much control your entire marketplace operation from within your Intact system."

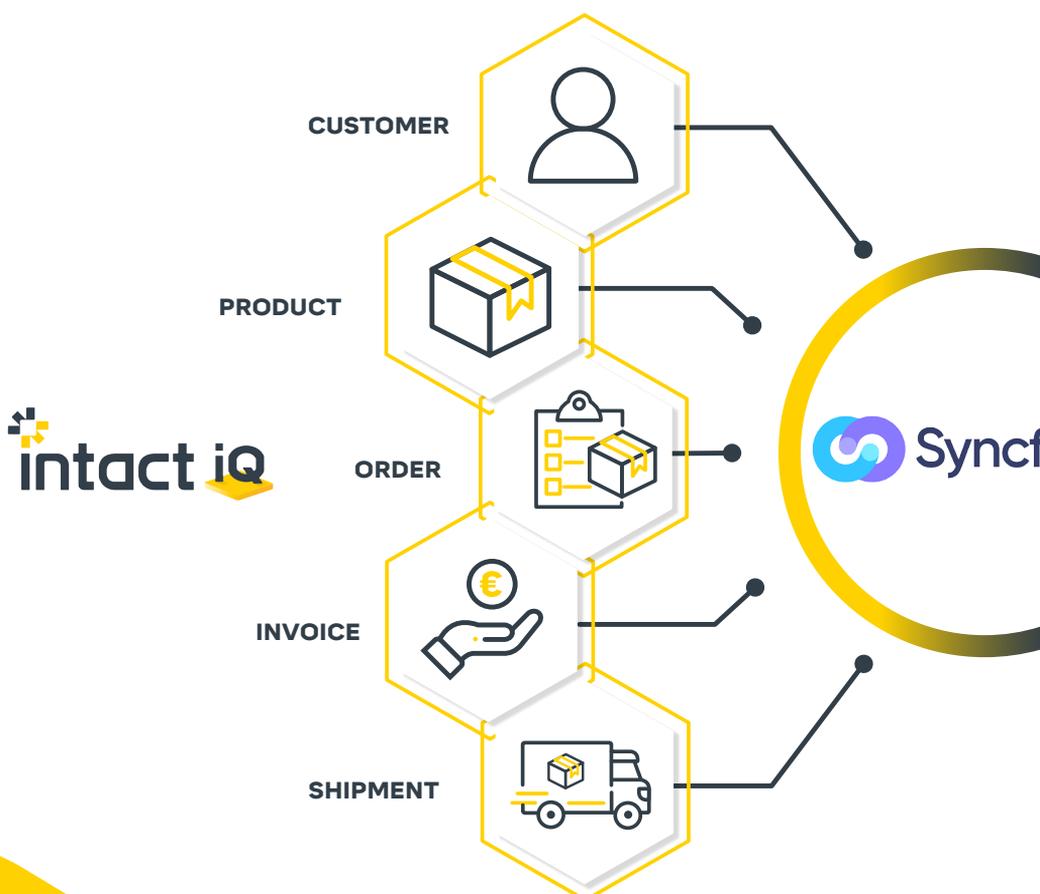**- Lennon King,
Director, ED Elson Ltd**

New to Marketplace Selling?

CLICK HERE

to read our Marketplace Selling Guide

Intact and Syncfinity

Syncfinity, an Intact Technology Alliance Partner, is an integration Platform as a Service (iPaaS) provider that connects your various marketplace channels directly with your Intact system. It serves as a single, unified connector with two-way data feeds synchronising in real-time between your marketplace store/s and your Intact system. Intact has developed a specific integration with the Syncfinity platform to allow for rapid deployment and complete management of your marketplace operation from within your Intact system.

CUSTOMER

PRODUCT

intact iQ

ORDER

Syncf

INVOICE

SHIPMENT

With all the relevant fields in our Intact system mapped to the related marketplace channel properties we can simply upload product listings, stock levels, pricing etc. from Intact to our marketplace channels at the click of a button. It's that easy.

This has saved us so much time and we now have the confidence that the information that appears in our marketplace stores is accurate. This will help us further scale our marketplace operation and reputation. **"**

- Lennon King, Director, ED Elson Ltd

WHAT MARKETPLACES ARE SUPPORTED?

- Ebay
- Amazon
- ManoMano

Additional channels can be seamlessly added, upon request.

CUSTOMER

ITEM

SALES ORDER

SALES PAYMENT

DELIVERY

Solution Features

Multiple Channels, Multiple Stores

You can manage and operate multiple marketplace channels and multiple stores within those channels direct from your Intact system.

Efficient Order Management

There is no need to log into your Ebay, Amazon or ManoMano account to manage order processing and order updates. Orders from your marketplace channels appear directly in your sales order listing in Intact system in real-time. Once processed in Intact system updates are sent back to the marketplace channel to ensure your customer is kept abreast of order processing updates.

Channel Specific Product Management

The information you use to promote your products in your marketplace channel environment may differ to those traditionally used for your trade counter, retail or even ecommerce environment. With the Intact - Syncfinity solution you simply alter the product listing, price, image and stock information in your Intact system per marketplace channel and/or store. This data will then be mapped to the appropriate property in your marketplace network, automatically and in real-time.

Robust Stock Controls

The significant penalties imposed for not fulfilling marketplace orders are eradicated with this solution as stock feeds from your Intact system are populated within your marketplace store/s in real-time. You can instruct to allocate available marketplace stock from the entire company, a particular branch, warehouse etc.

To further improve your marketplace channel performance, the live stock feed that appears on your marketplace store/s can be suppressed where it exceeds a level set by you. Your marketplace store will display this stock level until actual stock falls below this level. When this happens your Intact system will automatically trigger live stock amounts to populate in the related marketplace store. This ensures your stock read doesn't appear overly high whilst always ensuring your available stock is accurately reflected in your marketplace store.

Efficient Credit Control Management

Once a marketplace order is received in your Intact system it not only creates the sales order, it auto generates the invoice and/or receipt for your back office team. This facilitates the effective management of your customer accounts, receipt groupings, bank lodgment and bank reconciliation tasks for your marketplace channel.

Margin Controls

To ensure your marketplace channels are delivering the required returns, your marketplace selling prices are managed within your Intact system and are set against your established pricing indices. For example, if you want to choose

- Product list price less a discount
- A fixed selling price per channel
- Shared selling prices across all channels
- A channel selling price to be chained/based on another selling price etc.

you can manage and set this within your Intact system and this price will automatically populate for that product in your marketplace store.

Workflow & Data Mapping

Instead of changing your current business processes to accommodate the marketplace channel environment, the Intact and Syncfinity Marketplace Management solution will map your current workflow status messages, courier options, properties etc. to the relevant related properties across your marketplace network.

For example, where you have a workflow status of 'Done' and the related status in eBay is 'Complete', we will map your 'Done' status to that of 'Complete' in Ebay automatically. This allows you to seamlessly absorb your marketplace sales into your current SOP ways of working.

Built to Scale

The Intact Syncfinity Marketplace Management solution was built to enable your team to easily manage and update your marketplace channels. All of the various marketplace fields are stored as separate objects within your Intact system to enable you to quickly enable or disable listings, change price settings, listing quantities etc.

Reporting

Managing your marketplace sales via your Intact system presents you with the additional benefit of being able to use the BI and reporting tools within Intact to review the sales, profitability and general performance of your marketplace channel.

"

With all the relevant fields in our ERP system mapped to the related marketplace channel properties we can simply upload product listings, stock levels, pricing etc. from Intact system at the click of a button. It's that easy.

– Lennon King, Director, ED Elson Ltd

"

For more information contact us at
info@intactsoftware.com

intact