

“With Bostech’s LINC for Amazon solution, our merchants have faster access to their orders and can quickly improve their online activity and increase sales. And because of the interoperability of Bostech’s repeatable solution, we’re able to onboard more vendors to the Amazon.com site and thus provide more retail options for our online customers. It’s a win-win-win situation for Amazon, our merchants and our customers.”

Kevin Yurica

Technical Product Program Manager, Amazon.com

INDUSTRY

Retail

CLIENT

Amazon



THE CHALLENGE

One of the key factors that governs Amazon’s continued growth and prosperity is the need to quickly and easily provide “closed loop” integration of the merchant’s business systems and the Amazon e-commerce platform. Pro Merchant is an Amazon program that allows a vendor to list their items directly on Amazon.com. With more than 59 million active customers buying on Amazon each year, selling on Amazon brings vendor products to more buyers.

All data exchange with Amazon is via XML documents which often cannot be natively consumed by the retail merchant’s systems and are not easily understood by the merchant’s personnel. To support merchants’ use of Amazon as a sales channel there is a need to convert raw XML data originating from Amazon into human readable reports for delivery to retail merchants. This is critical when the XML data provides information on the encounter that may prevent the merchant’s products from being successfully listed for sale on the Amazon.com platform.

THE SOLUTION

ChainBuilder is used as a pre-configured, flexible platform to facilitate and speed Amazon’s ability to add new merchants to the site. All of the complex rules that must be followed to ensure compliance with the Amazon catalog structure are implemented within ChainBuilder to accommodate the translation of product data for listing on Amazon. In addition, ChainBuilder monitors sales activity for each merchant on Amazon and retrieves order data for translation and transport to the merchant’s business systems ensuring faster approval and sales.

REAL RESULTS

LINC for Amazon enables merchants to easily sell their products to a worldwide customer base via Amazon.com. The merchant and Amazon increase their sales by working together and customers win by being exposed to new and innovative products that they might never have found through normal distribution channels. The solution extends the selling scope and reach by providing an integrated e-commerce platform to add to bottom-line results.