

What's Your eCommerce Profile?



*Find yourself here and learn
how we can help optimize
your eCommerce back-end.*



No matter where you sit on the eCommerce continuum...from a single online storefront to a multi-channel retailer with a complex supply chain...HubLogix offers you a way to reduce costs and gain efficiencies in your eCommerce back-end...here are five typical scenarios we see (and help) every day.

*You have one online storefront
and one main source of fulfillment.*



The Established Online Storefront

Spend less time managing orders and more time getting them.



You've been around the eCommerce block, and you know your category well. You're focused on your product and market. Business is strong and steady.

You have developed a great relationship with a fulfillment partner ---- whether it's a drop shipper, 3PL, or warehouse. You understand their rules and formats, and they understand yours, even though the manual processes you use to communicate order information with them can be time consuming. As far as the future, you know growth is good but don't want to scale beyond what you can handle.

What you would like to do is...

- Reduce your processing time-per-order
- Improve margins by lowering your overall costs-per-order
- Work on other aspects of your business, such as marketing or customer satisfaction

This is where HubLogix can help. In less than 30 days, we'll connect your online storefront and marketplaces with your fulfillment partner, and make the relationship work better. We'll route orders faster, update your storefront faster, and track all your shipments. It's all automated, so rather than spending your time on manual order processing or hiring a team to manage your inventory updates, you get dozens of hours back each month to reinvest in your business.



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*You've got storefronts, marketplaces,
and multiple dropshippers.*

The Thriving Dropshipper

Add dropshippers without adding complexity



You've got an entrepreneurial spirit and you are always seeking ways to expand your business. If you can add more products/ SKUs to your site's mix by adding another reliable and affordable drop shipper, you don't hesitate to make the call. While it's true that with drop shippers, you don't have to purchase and manage your own inventory, there's a downside too. The more dropshippers in your ecosystem, the more order management complexity to go along with the tighter margins.

What you would like to do is...

- Improve margins by reducing your time & costs spend processing orders
- Keep your online storefronts and marketplaces' inventory levels accurate to avoid stock outs
- View the status of every order across your entire supply chain
- Instantly and accurately route your orders to the appropriate distribution vendor based on your business logic (location, costs, availability, etc.)

This is where HubLogix can help. Within weeks, we'll connect your online storefront and marketplaces with your fulfillment partners, and make the relationships work better. Our order lifecycle automation platform will route your orders faster, updates your storefront faster, and track all your shipments and without error. Plus, with HubLogix you get data visibility across all of your vendors to see what partners are performing best, which are giving you reliable and accurate inventory updates, and where improvements can be made in your ecosystem.

So you can add that next drop ship vendor to your world with automated ease.



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In addition to multiple storefronts and marketplaces, you're using 3PLs to help grow your business.

The Expanding Outsourcer

Find Efficiency, Drive Margins, and Scale Smarter with Automation



You've grown exponentially. Things are looking great. How do we know? You work with fulfillment centers – and they don't work with marginal players. They need to know you are a solid source of orders before agreeing to house and manage your inventory.

Over time you will experiment with adding low-margin dropshippers to the mix or add another 3PL to your back-end ecosystem. You will also expand overseas, adding additional 3PLs and dropshippers and complexity to your fulfillment scenarios.

Technical integrations are important to you. You have a solid set of players in your supply chain today and don't want to change much to accommodate a new technology.

What you would like to do is...

- Better manage your current ecosystem of carts, marketplaces, vendors, and related technologies
- Improve margins by reducing your time & costs spend processing orders
- Keep your online storefronts and marketplaces' inventory levels accurate to avoid stock outs
- Easily onboard future vendors to your supply chain

The beauty of HubLogix technology is that we can connect with any “nodes” in your ecosystem (carts, marketplaces, drop shippers, 3PLs, warehouses, related technology providers, etc.). And we can add new vendors to your world with ease, as you scale.

When connected, we make everyone perform better. HubLogix automates the entire order lifecycle from checkout to delivery. We route orders faster, update your storefront faster, track all your shipments, and much more to keep you at the forefront of innovation.



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Your eCommerce ecosystem includes online storefronts and marketplaces, physical stores and dropshippers to fill the gaps.

The Online/Offline Retailer

Efficiently Fulfill Orders From Both Sides of Your Business




You know retail inside and out, and from the ground floor up. You've built a chain of successful brick and mortar stores plus an online storefront which has grown quickly. You've added dropshippers to your supply chain to help fulfill orders you can't from your in-store inventory. Margins are tight. You've got to find a way to complete your orders as efficiently as possible from the right source. Every time.

What you would like to do is...

- Connect your online eCommerce channels to your distribution network, including your physical stores
- Fulfill orders from your stores where possible, using your own warehouse or dropshippers to supplement when needed
- Eliminate cancellations due to uniformed stock out scenarios
- Expand by adding SKUs, vendors, and additional sales channels

HubLogix can reduce online / offline order processing complexity with automation based on your business logic. Our Intelligent Order Routing™ will generate and automatically send purchase orders to the appropriate fulfillment source, including your stores, dropshippers or warehouses. Best of all, we can work in any format your supply chain partners require.

So you can efficiently fulfill orders with automated ease.



You have storefronts, 3PLs, maybe even your own warehouse. Most importantly, you have a reputation to protect.

The Brand-Name

Everybody knows your name.



Everybody knows your name. You've built a successful mid-market business with loyal customers who use multiple channels to order products from your eCommerce stores and marketplaces. There aren't too many gaps in your operations. Improvements are incremental. And yet, improving margins are always top of mind.

What you would like to do is...

- Drive profit by lowering your operating expenses and costs-per-unit
- Intelligently route orders across your entire supply chain to improve margins-per-order
- Avoid investing in an expensive Distributed Order Management technology or IT project.
- Keep your loyal fan base happy

HubLogix makes it fast, flexible and affordable to connect your online storefronts and marketplaces with your fulfillment vendor to automate the entire order lifecycle from checkout to delivery. We route orders faster, update your storefront faster, track all your shipments, and much more to keep you at the forefront of innovation. With our Intelligent Order Routing™, you pay a fraction of the cost of Distributed Order Management, with the functionality you need to handle virtually all the fulfillment scenarios you will encounter. Plus, you won't have to hire a consultant IT team, or reroute IT resources.

It's more efficient eCommerce right out of the box.



eCommerce Back-End Automation

Cut Costs, Drive Profits, and Scale Smarter

Every online retailer's supply chain ecosystem is unique. Through our flexible technology, we connect retailers' storefronts and marketplaces with their distributors and technology partners to cut fulfillment costs and create competitive advantages.



The HubLogix Order Lifecycle Platform will allow you to efficiently manage the complexity that results from multiple storefronts and marketplaces, as well as multiple fulfillment and distribution scenarios. Our platform goes beyond any point solution to provide comprehensive automation for:

- Storefront Inventory Management to prevent stockouts and cancellations
- Intelligent Order Routing™ to cut your processing time from minutes to seconds per order
- Shipment Tracking to confirm & close the loop on every order processed
- Supply Chain Visibility & Insight to assess vendor performance and identify order issues before they impact your customers

Automating your business today is just the beginning. By connecting your back-end through HubLogix, you efficiently scale as you grow. Adding new storefronts, distribution partners and technologies to your ecosystem becomes fast, flexible, affordable ... and pain-free.

Integrated with the leading eCommerce technologies, including:



Bigcommerce



channeladvisor®



Magento®

ShipStation



shopify



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