

AMAZON SELLER CENTRAL



A VL OMNI INFOGRAPHIC



Amazon Seller Central is a B2C ecommerce marketplace. Merchants use Amazon's web interface to manage and view their orders.

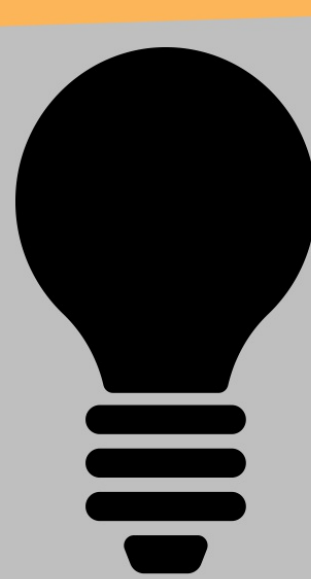
There are two distinct ways businesses can sell on Amazon Seller Central.



WAYS TO SELL

THE INDIVIDUAL SELLING PLAN

Businesses that sell less than 40 products per month.
No monthly fees.



THE PROFESSIONAL SELLING PLAN

Businesses that sell 40 items a month or more.
Includes a monthly fee.



Professional Sellers have access to Fulfillment By Amazon (FBA), which can be included in the monthly user fee. Ideal usage of FBA requires businesses to make effective integrated use of one or more pieces of software to manage shipments and customer interaction.



SELLER CENTRAL FEATURES

- Faster payments
- Control over pricing
- FBA (Fulfillment by Amazon)
- Control over inventory
- Access to customer data
- Higher markups



- Pain Point: Matching ASIN Items (Amazon Standard Identification Numbers)**
Building ASINs manually is a slow process when selling with any amount of volume -- even if you know what you're doing.
- Pain Point: Speed**
Customer satisfaction is Amazon's top priority. Amazon doesn't want sellers short shipping or having inaccurate inventory. The more real-time inventory reconciliation is, the better.
- Pain Point: Amazon Portal & ERP Disconnect**
The Amazon Portal is well laid out, but with large volumes of data moving through the portal it can become unmanageable to use. Data movements between applications need to be automated and in real-time.

THE BENEFITS OF AN INTEGRATED AMAZON SELLER CENTRAL PORTAL



- Accurate information between Amazon Seller Central and the rest of your business' applications
- Better customer experience: Able to accurately & consistently meet customer expectations
- Timely & complete shipping with correct pricing
- Ideal usage of FBA as all system tied together



ACCELERATING GROWTH ON AMAZON SELLER CENTRAL

Integrating Amazon Seller Central with your other applications is a complex challenge.

VL OMNI is your trusted Amazon Seller Central integration partner for real-time accurate customer order data, shipment details, inventory, and prices.

With over 200 active customers, VL OMNI moves data seamlessly through your technology infrastructure as you continue to grow, expand and accelerate your business.



NEED HELP INTEGRATING AMAZON SELLER CENTRAL?



HAVE COMPLEX DATA INTEGRATION REQUIREMENTS?

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SOURCES:
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