



Amazon Vendor Central, an exclusive invite-only B2B platform used by manufacturers and distributors.

Vendor Central is a program where qualified vendors can become suppliers of merchandise to Amazon. The business, as the supplier, will ship the order to Amazon, who then resells the merchandise to end consumers.

Being a Vendor on Amazon allows businesses to offer unique promotional offers, be advertised through Amazon's marketing and sales channels, and simplify order fulfilment -- all with detailed analytic insight offered by the Amazon Vendor Central platform.

**DID YOU KNOW?**

A tell-tale sign that a company is selling through Vendor Central is the phrase "ships from and sold by Amazon.com."

## AMAZON VENDOR CENTRAL FEATURES

- 01 INVITE ONLY
- 02 LESS CONTROL OVER PRICES
- 03 STANDARD PAYMENT TERMS
- 04 POTENTIAL FOR LARGER VOLUME
- 05 ALLOWS FOR A+ CONTENT
- 06 ACCESS TO AMAZON'S MARKETING PROGRAMS



## THE CHALLENGES OF NOT INTEGRATING AMAZON VENDOR CENTRAL

**Pain Point:** Manually receiving, acknowledging (pick, pack, & ship, routing the order) and labelling the orders directly in the Vendor Central Portal. This is extremely labour-intensive.

As a Vendor doing manual data entry, your business is touching every single order that comes in. This method is unsustainable for businesses who wish to do large, frequent orders for Amazon.

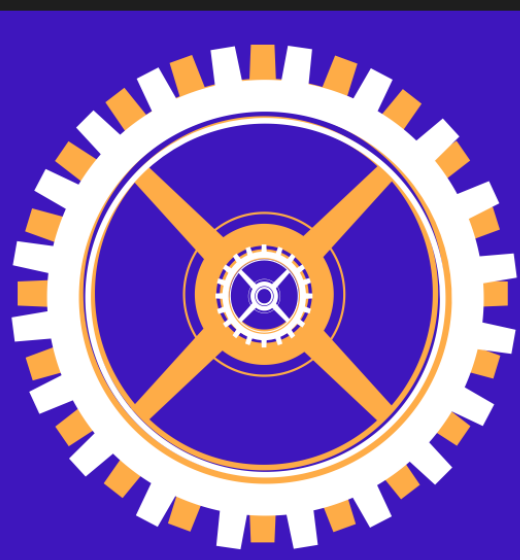
## EDI & AMAZON VENDOR CENTRAL

EDI is a fully automated environment.

Orders come in directly into an ERP system.



## THE BENEFITS OF INTEGRATING AMAZON VENDOR CENTRAL



Advanced Shipping Notices (ASN) provide detailed information about a pending delivery automatically.

Integration means setting up a process or data flow only once. From there, the automation takes care of the rest. This process is sustainable over time and is scalable to any volume of data.



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

VL OMNI is your trusted Amazon Vendor 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 VENDOR CENTRAL?



HAVE COMPLEX DATA INTEGRATION REQUIREMENTS?

+01 905-814-1790 | info@virtuallogistics.ca

VLOMNI.com | VLOMNI.com/blog

SOURCES  
1. <http://content26.com/amazon-vendor-central-v-seller-central/> | 2. <http://searchmanufacturingerp.techtarget.com/definition/advanced-shipping-notice-ASN> | 3. <http://content.virtuallogistics.ca/download-the-amazon-how-to-guide-ebook-for-sellers-and-businesses/> | 4. <http://wiki.sellercloud.com/channel-management/amazon-vendor-central>