

What is Brightpearl

For your customer: Brightpearl automates the back office operations of a retail and wholesale business, so they can concentrate on merchandising, customer experience, and growing profitably. Brightpearl brings together all sales channels such as Shopify & Magento, eBay & Amazon, physical stores, centralises inventory management, sales order processing, accounting and reporting. Automation of key processes then allow retailers to reduce their back office processing costs by up to 50%.

For you: Brightpearl enables you to concentrate on what you do best whilst giving your customer a true end to end solution, without the headache of numerous complex integrations. Brightpearl customers, on average, grow 33% per year higher than the industry average - the more successful your customers are, the more value added services they will require from you.

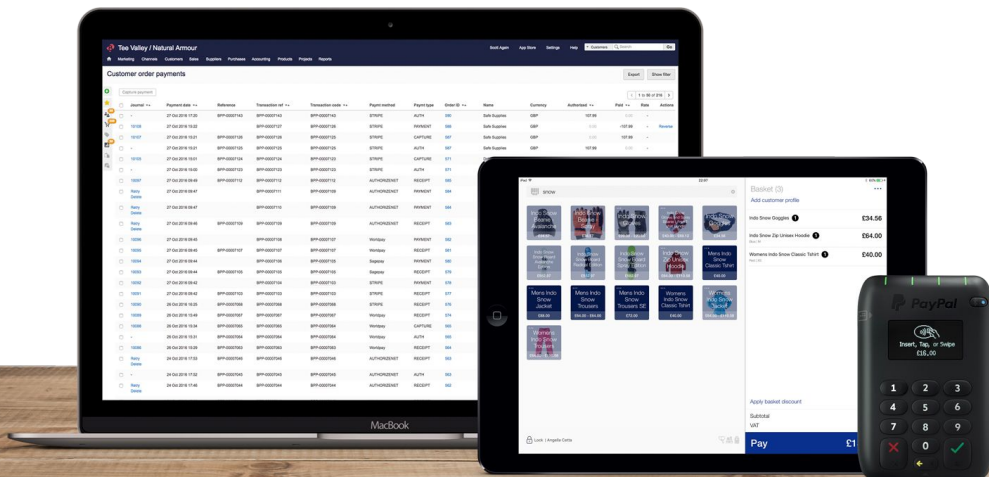
Your customers will benefit from Brightpearl, if they:

- Have been trading for 2 years+
- Yearly revenue \$2M+ (unless well funded)
- Sell finished products and manufacturing is not their core business
- Manage inventory across multiple locations and/or dropshipping
- Sell on multiple sales channels e.g. through a webstore, on marketplaces, and via physical stores
- Sell B2C, B2B, B2B2C

What does Brightpearl do?

Brightpearl's retail focussed cloud platform enables businesses through:

- Multi-channel order management
- Multi-locations inventory management
- Order fulfilment and drop-shipping
- Purchasing and vendor management
- Real-time, native accounting
- Reporting and analysis
- Retail/Wholesale focussed CRM
- Point of Sale for offline sales
- Workflow automation



What are the alternatives my referral might be considering:

Small inventory management tools such as Linnworks, Veeqo and TradeGecko who just don't have the right scale, or feature set to truly support a business in it's growth.

Larger ERP solutions such as NetSuite, Sage or Microsoft Dynamics who focus on other verticals so don't have a feature set that's designed specifically for retail. The costs and complications involved, as well as the time to get up and running is significantly high.

Accounting-only packages such as Xero or Sage won't provide the business with the ability to consolidate their day-to-day activities like order processing, fulfilling orders, or handling returns. If using a point solution you'd still have to find a means to process orders and inventory!

What will happen to my referral after I pass it to Brightpearl?

Once you submit a lead, your Brightpearl partner contact will confirm the lead is valid within 24 hours. Once approved, your dedicated Brightpearl technical resource will contact you to setup a meeting. We will always reach out to you prior to any interaction with the customer.

How do I refer?

To refer a lead to Brightpearl, please use the referral form here:

<https://www.brightpearl.com/refer-a-customer>,

or you can reach out to your partner contact directly. For each prospect you will need to have the following information:

Required:

- Contact name
- Company name
- Company website
- Contact email address
- Area of responsibility/job title

Additional information, if available:

- Gross Merchandise Value (GMV)
- Number of orders processed per month
- Current software/technologies adopted

SKU	Name	Variant info	In stock	Allocated	On hand	On order	Retail	Actions
BILA-GRN-XS	Bilabong shorts	Green / XS	85	15	70	30	35.00	Actions
BILA-GRN-M	Bilabong shorts	Green / Medium	99	1	98	40	35.00	Actions
BILA-BLK-L	Bilabong shorts	Black / Large	50	0	50	33	35.00	Actions
BILA-BLK-XL	Bilabong shorts	Black / XL	37	4	33	32	35.00	Actions
BILA-RED-S	Bilabong shorts	Red / Small	9	0	9	0	35.00	Actions
BILA-RED-L	Bilabong shorts	Red / Large	21	3	18	1	35.00	Actions
BILA-RED-M	Bilabong shorts	Red / Medium	3	2	1	0	35.00	Actions
BILA-RED-S	Bilabong shorts	Red / Small	9	0	9	0	35.00	Actions
BILA-RED-L	Bilabong shorts	Red / Large	21	3	18	1	35.00	Actions
BILA-RED-M	Bilabong shorts	Red / Medium	3	2	1	0	35.00	Actions
BILA-RED-S	Bilabong shorts	Red / Small	80	6	74	0	35.00	Actions
BILA-BLU-L	Bilabong shorts	Blue / Large	85	11	74	0	35.00	Actions
BILA-BLU-M	Bilabong shorts	Blue / Medium	64	2	62	0	35.00	Actions