



Andreasinc:

Looking For A New Platform, He Found A Partner

Andreas Georgiou hadn't been planning to replatform. Fate – and an acquisition – forced his hand.

The veteran online merchant's current platform, never well supported, had been acquired by another company and support tickets were taking weeks to get handled – and often there was no response at all.

So Andreas started shopping for a new platform when fate took a hand. **In talking to an Etail competitor, the competitor said to get everything he needed for his complex drop shipping business, he would need to go with an integrated solution like Etail Solutions.**

So he did.

“The transition was a nightmare,” said Andreas, who deals with more than 50 suppliers and thousands of SKUs. “I don't ever want to go through that evil process again. But Etail did a wonderful job making it as painless as possible. It was a tough process working with so many suppliers at once. But now that it is over, I'm very glad I did it. I'm thrilled and everything is running smoothly.”

Andreas said he was so impressed with the efficiency and effectiveness of the Etail team and wanted to include them in helping grow his business. **So he signed up for an Etail Customer Success Plan.**



Customer Profile

Products: Musical instruments; home and kitchen; patio, lawn and garden

Fulfillment: Drop shipping

Channels: Amazon, eBay, Wal-Mart and others

Etail customer since: 2016



The Goal

Quickly transition to a new platform after current platform discontinued support while **identifying and prioritizing** opportunities for growth.



The Result

Increased monthly sales run rate **355% in six months**. Added two new channels to help offset seasonal slowdowns. Successfully transitioned 50+ suppliers and thousands of products.

Key Features Used

- ✓ Catalog Management
- ✓ Inventory Management
 - Inventory Replenishment
- ✓ Listing Creation
- ✓ Order Management
 - Integrated Dynamic Repricing
- ✓ Sales Channel Integration
- ✓ Supply Chain Automation
- ✓ Demand Forecasting/
Planning
- ✓ Business Intelligence
 - Integrated Financials

Customer Success Plans (CSP) leverage Etail's extensive experience working with top online merchants to help customers identify, prioritize and execute plans for massive growth.

Although he sells across many categories, Andreas decided to prioritize his musical instrument business. It's a business and customer that Andreas, a former professional musician, knows well and where he can establish a competitive advantage.

The musical instrument category faces a seasonal slowdown in late summer. Andreas and the CSP team decided to expand his channels to Wal-Mart and to musician-specific marketplaces to offset the seasonal volume decline. This year, for first time in the dozen years he's been selling musical instruments online, his volume actually increased.

"It's only been six months and I'm very excited," Andreas said. "I can see massive growth in the future."

Impressed with his results, Andreas immediately signed up for a second Customer Success Plan engagement.

"I'm just one guy sitting in his living room with his laptop," he said. "It felt like I had a partner in Etail. I didn't have to do it all myself. With other platforms, I always felt that increasing sales was totally up to me. In the end, it is up to me, but I need tools and support to be able to actually do it. **Etail gave me the tools and support and that was critical. It made all the difference.**"

Call **855-840-8400** or visit **etailsolutions.com** to learn more.

In His Own Words

Andreas Georgiou of Andreasinc on the Value Delivered By Etail

Easy to Use

"I love the software. It does so much. It looks pretty daunting when you first see it. But the training is great and it is actually easy to use."

"Can Do" Attitude

"I have never heard the word 'no' from Etail. It's always 'Sure, we can do that'. I'm a business owner and in order to do the things I need to do in order to grow I need to hear 'yes.'"

Responsive Customer Support

"The software was very stable. I very seldom have to submit a support ticket and when I do, it is responded to very quickly. With my former platform, I'd submit a ticket and weeks would go by ... weeks ... with no response."

