

A DROP SHIP FULFILLMENT SOLUTION FOR SUPPLIERS, MANUFACTURERS AND BRANDS

# Sell Thru Retail

As a manufacturer or supplier, it's likely that you have a factory or distribution center of some sort. As a drop ship supplier, you offer distribution from your facility as a service to your retail channel partners (possibly at a premium). You accept individual orders from retailers' customers and ship them direct to consumer on behalf of the retailer.

## High Demand for Drop Ship Suppliers

Merchants of all shapes and sizes are gaining awareness of the benefits of drop shipping. As a result, the pressure is on suppliers to support drop ship fulfillment. Merchants are increasingly looking to broaden their product selection. Due to the cost of stocking inventory, they often turn to drop ship suppliers to achieve this goal. Becoming a drop ship supplier is a great way to develop new sales channels and work with retailers who otherwise may not be interested in your product.

## Why Sell Thru Retail?

Some suppliers don't have the infrastructure, investment capital or time to set up a drop ship order fulfillment operation. That's where Sell Thru Retail from Ingram Micro can help!

- It provides you with access to a hybrid fulfillment mode. You can choose whether to ship products from your own facility or store them in Ingram Micro's state-of-the-art warehouses for third party fulfillment.
- It enables you to aggregate tracking information, order statuses and shipping volumes within a single system. Whether you fulfill orders through your facility or through an Ingram Micro fulfillment center, the workflow is the same.

## Supported Retail Channels & Order Types

- All major sales channels, including Walmart, Ebay, Costco, Target and Amazon are supported. Most smaller channels are supported.
- Common order formats needed for working with large retailers are supported. These include EDI, XML, CSV and other similar formats.

## What are the Benefits?



As you increase the number of channels you sell through, your products get more exposure. As brand manufacturers work with more small drop ship retailers, they increase their own exposure to the point where big retailers start calling.

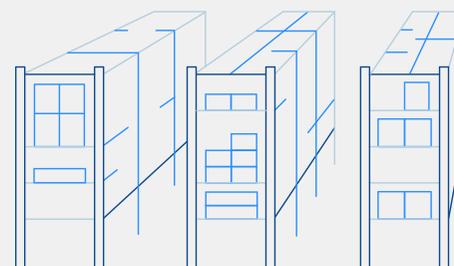


As you expand drop ship services, your overall sales volume will increase. An increase in sales volume will allow you to invest more in raw materials, manufacturing processes and operations. Put simply: lower cost per unit = higher profit margin!

## Solutions Designed to Enable Automation of Orders From Retail Channels, E-Commerce Sites and Marketplaces

Sell Thru Retail is an integration hub that allows suppliers to connect to hundreds of retailers, shopping carts and marketplaces via API, EDI, pre-built integrations and more.

Ingram Micro provides retail compliant solutions, allowing you to expand your product reach. You can simultaneously control order quality across hundreds or thousands of retailers, lower shipping costs by using multi-carrier rate shopping and aggregate shipping volumes.



### Enable Flexible Fulfillment Options for Your Business

By partnering with Ingram Micro, you gain access to a network of global fulfillment centers, as well as Intelligent Order Routing. Choose the best fulfillment option for your product and unique business needs and let us take care of the rest. The order fulfillment process is seamless and transparent to your channel partners.

### Enable Retail & Vendor Compliant Orders

Sell Thru Retail can help you automate orders from retailers to ensure retail compliance. Ingram Micro gets orders, packing lists and shipping labels into the hands of those who need them and in the required formats. Meanwhile, you have the same visibility you would expect to have if orders were coming from your own facility.

### Save on Shipping Costs

Our Shipwire platform optimizes orders for address validity, inventory location and availability, carrier shipping rate and packaging. You can deliver your own shipping labels to suppliers, helping to reduce costs and eliminate surprises. You can also control whether a product ships from your warehouse or from your supplier based on time and cost to destination.

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As a Brand experiencing tremendous growth, supporting drop ship fulfillment was a necessary step. **Ingram Micro's** team worked closely to define our business requirements and has executed every step of the way. We are now poised to be selling through 30+ channels within the first year, thanks to Sell Thru Retail!

By leveraging **Sell Thru Retail**, we've been able to implement and grow retail channels quicker than if we had done it ourselves. **Ingram Micro** has been a reliable development partner and has taken away a lot of the pain of complying with all the retailer requirements. Because of this, internal IT resource constraints don't hold us back from expanding to as many retail channels as our business could get into.



**Jami Llamas**  
Director of Fulfillment & Logistics,  
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### BUILT FOR DEVELOPERS

Ingram Micro's Shipwire Platform provides a development team with a simple, powerful set of REST APIs.

Developer documentation, sample code, and case studies can be found in our Resource Center.

*Scan the QR Code to get started!*

