Vinculum is a global software company, featured in Gartner's Magic Quadrant and other global research reports

Brands, Retailers can reach 30+ countries in one click

Vin eRetail is the software of choice for leading logistics providers in Asia.

Along with traditional shopping channels, marketplaces have emerged as a channel of choice for many consumers. Today, customers shop on both offline and online channels for their brands.

To address this need, brands are looking for efficient ways to scale domestically and internationally by listing their products on popular marketplaces globally. They face challenges in making their product catalogs accessible, due to the varying requirements set forth by marketplaces for product attributes, image definitions and naming conventions.

Global reach with a single click
Vinculum's flagship product Vin eRetail is a cloud-based order and warehouse management software. Vinculum also works on product enrichment and automated listing with their PIM (Product Information Management) solution.

It allows brands and retailers to maintain data consistency across channels and automatically list their products on marketplaces in over 30 countries. "We have also created the automated listing of product catalog

> **Our WMS system helps automate the warehouses for brands, retailers, and third-party logistics providers (3PLs).**

which helps companies to 'create content once' and publish it across the sales channels globally. The listing tool automatically resizes pictures, changes resolutions and retrieves templates for each marketplace and push them directly to the marketplace. This facility addresses the time consuming and an often difficult challenge of making a product catalog and provides a serious 'time to market' advantage," says Venkat Nott, CEO & Founder, Vinculum Group.

Another deterrent to selling in multiple countries is to address the Marketplaces' stringent SLAs for time bound deliveries, which requires a model for local deliveries. Today's customers also like to track their orders until they receive their goods. This makes it imperative for brands to either have their own operations or have local 3PLs as partners for last mile delivery that can be tracked.

Vinculum has created a network of brand distribution companies, logistics solutions providers and sales channels, which allows brands to work out multiple business models and do cross-border sales. Vin eRetail is the software of choice for leading logistics providers such as DTDC India, LBC Philippines, Lion Parcel Indonesia etc and Brand Distributors like On Point in Vietnam. Using Vinculum's software, third-party logistics companies can easily fulfill orders from marketplaces without making any major change to their existing systems.

"We enable 3PLs to fulfill orders from marketplaces, brands and retailers. Our WMS system helps automate the warehouses for brands, retailers, and third-party logistics providers (3PLs). "Our key differentiator is the ability to fulfill both B2B and B2C orders. Leading 3PLs across the globe have experienced enhanced productivity, inventory management efficiency and order fulfillment accuracy after using Vin eRetail WMS," says Mr. Nott.

Riverwood scales up operations with Vinculum

When Vinculum first worked with Riverwood Integrated Logistics Solutions, it had to address near-manual operations and automate Riverwood's warehouse processes. To do this, it implemented Vin eRetail for order management and warehouse management and configured Riverwood's systems to allow B2B and B2C eCommerce order fulfillment.

Riverwood's productivity improved thanks to better inventory control and improved turnaround time in servicing orders. Riverwood also enjoyed better control over operations, as the integrated sales channels and last-mile delivery allowed end-to-end visibility of the supply chain.

"We appreciate Vinculum's proactive approach and ability to suggest improvements to a prospective solution on both software and business levels," adds Syafiq Yusoff, CEO of Riverwood. "With Vinculum, we can not only scale easily but grow our business quickly!" To know more about Vinculum, visit *www.vinculumgroup.com*

Riverwood is an integrated logistics provider for companies like DHL, Amazon Prime Now & more