

# BalanceMaxx<sup>SM</sup> – TAKING YOU TO THE MARKETPLACE

Improve your performance with online marketplaces while increasing the accuracy of your data and reducing your labor costs. BalanceMaxx, a cloud-based (SaaS) subscription service, conveys orders, inventory and shipping information by automating the connection between your System of Record (SOR) and the various marketplaces.



**INSTEAD OF:**  
manually processing  
orders over every  
marketplace

automate the processing of new orders, the routing of order acknowledgements to customers, inventory synchronization and pricing updates. By doing so, it removes the burden of keeping up with the velocity of sales and inventory balances that change by the minute.

**INSTEAD OF:**  
allocating human  
resources on  
a 24/7 basis

rely on the SaaS delivery model used by BalanceMaxx, which works around the clock to complete all of the order processing tasks – no matter what time of day a purchase is made.

**INSTEAD OF:**  
risking your  
marketplace  
reputation

maintain a best-in-class ranking by avoiding high levels of canceled orders due to mismanaged inventory and out-of-stock goods. When this occurs, consumers' orders will be rejected and nearly every marketplace will "ding" the merchant for a cancellation, which is detrimental to their seller ranking.

BalanceMaxx<sup>SM</sup> is a cloud-based, monthly subscription service that downloads merchant orders, uploads and acknowledges order status information, and synchronizes the merchant's SOR with inventory levels for each marketplace the merchant sells on. It also maps the different SKU lengths of each marketplace so your inventory management solution ensures transactions are properly recorded. With few exceptions, BalanceMaxx requires no additional hardware or software costs – just a network connection to the Internet. BalanceMaxx comes with a proven ROI that provides an immediate impact on bottom-line profits.

\*CURRENT MARKETPLACES SUPPORTED: Amazon, eBay, NewEgg, Rakuten (formerly Buy.com), Sears

\*SYSTEM OF RECORD SUPPORTED: Amazon/FBA, Order Motion, Stone Edge

\*Additional marketplaces and SORs can be added at an additional cost.