

## Inventory and Order Management Application for Small And Medium Sized Businesses Selling Online



**Nick Maglosky - CEO**

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

**CEOCFO: Mr. Maglosky, what is the concept behind Ecomdash?**

**Mr. Maglosky:** Ecomdash is a software-as-a-service company catering to small and medium sized businesses that sell online. The core of our application is inventory and order management. However, we have many other supporting features such as shipping, purchase orders, listing for sale, and reporting. We automate these functionalities across marketplaces like Amazon, eBay and Etsy as well as ecommerce-ready website platforms like Bigcommerce, Shopify and Magento.

The value we offer is helping small and mid-sized ecommerce companies sell more products, in more places while minimizing their time and money spent on back-end operations. In 2014, ecomdash customers increased revenue by 23 percent, on average, quarter over quarter.

**CEOCFO: Is there a certain point where these types of companies realize they need help?**

**Mr. Maglosky:** Once a customer starts selling on at least two channels is when they would need a tool like ours, for example - they may be selling on Amazon and eBay, or their own website and Etsy.

**CEOCFO: What is involved in implementation?**

**Mr. Maglosky:** It's fairly simple, and our tool is faster than most to get a customer up and running. A customer can download their inventory into our application, or we can simply upload their inventory from their current Amazon or eBay listings. Once we have their inventory uploaded we can then start pulling in their sales orders and syncing their inventory balances across all of their sales channels.

**CEOCFO: What is the key to having a user-friendly system?**

**Mr. Maglosky:** In this space, I think it comes down to offering very practical functionality. Managing your business's inventory is often very complex when you're dealing with selling numerous products & SKUs across several sales channels. In addition to sound functionality, customer support has to be strong. We have an excellent support team that is extremely responsive.

**CEOCFO: Do you find resistance among the smaller businesses in handing over what they do to someone? When you get that pushback, how do you help people overcome that hurdle?**

**Mr. Maglosky:** Candidly, we don't get much pushback. Small and mid-sized merchants are actively looking for a solution like ecomdash.

**CEOCFO: Do people tend to take advantage increasingly of the other features you have?**

**Mr. Maglosky:** Definitely. Our inventory and order management is at the core of our offering, but we have customers that use all or a combination of our other features.

**CEOCFO: Is it one package so that all of the tools are there if a customer wants or are they paying depending on how many services they use?**

**Mr. Maglosky:** All of our features are inclusive - one price for all of the functionality.

**CEOCFO: Are you surprised that people are still using Excel spreadsheets for anything?**

**Mr. Maglosky:** Funny, I've worked at billion dollar companies before and have seen them firsthand using excel spreadsheets for just about everything. It is surprising though when you see folks with 20,000 or so different SKUs selling on three or four different marketplaces, and managing it all via excel. Its remarkable how they are able to do it but once they get on our system they wind up saving so much time – it's always great to hear those stories.

**CEOCFO: Your site shows that your customers enjoy amazing support that is always free. How is it amazing and why is that as important to you as it should be to everyone?**

**Mr. Maglosky:** We are like every other company, we are going to make mistakes, but I think it's how fast we respond and resolve your issue. When you call, you are going to have someone pick up the phone, and if not, you are going to get a call back that same day. When you're talking about a customer's ecommerce supply chain, specifically their inventory – it is truly the core of their business. Overselling and stock-outs can ruin an online retailer's business. So you have to be super responsive in our space or you won't be around long.

**CEOCFO: With the additional features, what is getting the most use and is there one feature you offer that you are surprised people are not adopting?**

**Mr. Maglosky:** Our application from day one has been built iteratively through customer and market feedback, and we're consistently adding functionality and marketplace integrations. But in terms of functionalities that are not being used, I would really have to say every nook and cranny of our application is being used.

**"The value we offer is helping small and mid-sized ecommerce companies sell more products, in more places while minimizing their time and money spent on back-end operations. In 2014, ecomdash customers increased revenue by 23 percent, on average, quarter over quarter." - Nick Maglosky**

**CEOCFO: When would you add a new listing source?**

**Mr. Maglosky:** We're adding new integrations every quarter, and enhancements and functionality every month. Our product roadmap is ultimately determined by market feedback so we're pretty nimble when it comes to being responsive to market demand

**CEOCFO: What is your geographic range?**

**Mr. Maglosky:** Primarily the U.S. but we also support Amazon Canada.

**CEOCFO: How are you reaching out for new customers and how do companies come upon Ecomdash?**

**Mr. Maglosky:** In 2014, the majority of our customers came to us from inbound marketing. Our customers sell online and are looking for apps like ecomdash. In 2015, we'll also be executing on more traditional, direct sale tactics as well as leveraging strategic partnerships.

**CEOCFO: Do you find many people coming from other systems or is it mostly people who are first investigating a system?**

**Mr. Maglosky:** It's a mix. We acquire customers from our competitors but we also get customers who are using a tool likes ours for the first time.

**CEOCFO: How is business so far?**

**Mr. Maglosky:** Business is great. We officially launched in early 2014 and more than doubled our customer acquisition quarter over quarter. We're excited for 2015!

**CEOCFO: What can you tell me about plans for use of the funds?**

**Mr. Maglosky:** The funding is going towards sales & marketing efforts, hiring additional employees, continuing to develop our product roadmap, and general operating capital.

**CEOCFO: What is the competitive landscape?**

**Mr. Maglosky:** The competitive market is pretty fragmented with a lot of niche tools doing a portion of what ecomdash does entirely. With the exception of a few competitors, a lot of the players in this space have been around less than five years.

**CEOCFO: *Why choose Ecomdash?***

**Mr. Maglosky:** Our inventory automation and order management is robust – with our data synchronization being faster than most. Our support is rock solid. Our pricing model complements the seasonality of retail and truly caters to customers as we help them scale their business. Also, our set up process is extremely efficient and nimble.

**CEOCFO: *What surprised you as the business has grown and developed?***

**Mr. Maglosky:** Being we're completely industry agnostic, the different products you see people selling online, and how successful they are – it's remarkable how ecommerce continues to only accelerate. As far as our growth and early success, we have an awesome team and a great culture that I attribute much of our success to. And while we have had a lot of early success, we are staying focused - keeping our heads down and running.

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# **Ecomdash**

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