## **Case Study**



How Opticsrev added \$400k in sales with <sup>©</sup>autoMCF

"It wouldn't have been possible to grow this much without AutoMCF. There will be a new product line coming next year because of this software."

-Logan Wise Founder & CEO Opticsrev When he was 15 years old, Logan Wise wanted a Nintendo 64, but like many kids, he couldn't convince his parents to buy one. Unlike many kids, he decided to finance it himself and applied for a credit card.

Wise purchased a system and broke down its components – controllers, console, and game – selling them each on eBay. Lather, rinse, and repeat... the console was soon paid off. "My brother and I got to play tons of different video games in the process. It was great."

Fast forward through grad school, and the opportunity to launch a retail business came calling when Wise gained access to some overstock Oakley sunglasses. The experience of selling on eBay made it a no-brainer decision. In 2011, Opticsrev was born.

## THE CHALLENGE

Already growing quickly, Opticsrev saw an opportunity in 2012 to add a new product line - watches - and take things to the next level. However, as a one-man shop, the time required to **manage inventory across multiple channels** with twice the SKU count made it difficult to consider without help.



"It just works. I haven't had to login to the application in six months. It's awesome that I can just set it and forget it."

-Logan Wise Founder & CEO Opticsrev That also meant more orders to fulfill. For help, Wise decided to outsource order fulfillment to Amazon.

## **THE SOLUTION**

After deciding to go with FBA for fulfillment, Wise knew he needed a tool that would integrate FBA with other channels so he could fully outsource the new product line.

However, he could only find expensive, enterprise-level solutions that offered a lot more than he needed, and priced accordingly, taking a percentage of his revenue. After talking with other sellers on some of the marketplace community forums, he found out about AutoMCF and started his free trial.



	S						Search
Chennel	Channel Order ID	Doler, Date 🔻	Ship Mana	Status	Delivery Speed	Ship.Date	Tracking Number
abay	110121308021-27082342001	2013-08-10	Corey Little	New	Expedited		
Market I	11232801	2013-08-07	ElicBelah	New	Priority		
asars	201308061629542	2013-08-06	Thomas White	New	Standard		
binder .	11227535	2013-08-05	Kevin Clabvorthy	Pending	Depedited		
	219350576	2013-08-05	Drian Cantor	Pending	Standard		
SSSFS	201308048860783	2013-05-04	Shelky McCorrick	Shipped	Standard	2013-08-05	0274800102342476876771
Manchard	IRU ABN	Product Name			Condition	in Oly Onde	ed GlyFulfiled Status
ET-70-BM	0004864218	Black Mavarick Wrein	as 890 Thermometer	Sat.	NOW	1	1 Shipped
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## **THE PAYOFF**

- 1. Opticsrev broke \$1,000,000 in sales for 2013.
- 2. The new product line accounts for 40% of sales, or an additional \$400,000 in revenue for 2013.
- Inventory management allows for selling on these channels without adding staff.
  *"It wouldn't have been possible to grow this much without AutoMCF."*
- 4. Efficiencies realized have allowed for further product line expansion. *"There will be a new product line coming next year because of this software."*



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