How Opticsrev added $400k in sales with 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.
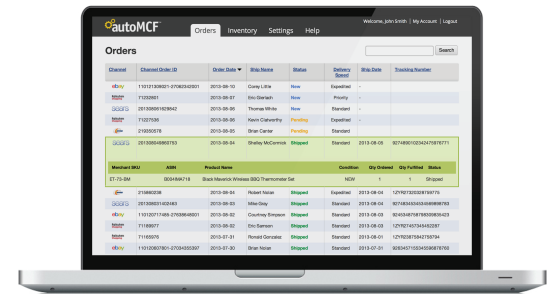
THE PAYOFF

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.

3. 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."

Sellbrite, Inc.
130 W. Union St., Pasadena, CA 91103

info@sellbrite.com

www.sellbrite.com
www.automcf.com

© 2014 Sellbrite, Inc.