

# Commerce Acceleration Platform

Technology has made it easier than ever to start and grow a retail business. But fast growth can lead to more complexity and make a retail business harder to manage. This is where Brightpearl can help.

“Brightpearl is one of the best defined, tightly integrated inventory, accounting, ecommerce solutions for multichannel businesses at a reasonable price.”

Stephan Jacob  
Director, Kembrel

## Brightpearl gives retailers the tools, insights and channels to accelerate growth profitably

Growing a multi-channel retail business is exciting. But it can also be complex and time-consuming. Retailers struggle to reconcile inventory across channels, manage multiple e-commerce platforms and marketplaces, ensure that customer orders go out on time, chase down suppliers, and figure out which areas of the business are profitable.

Simple spreadsheets and accounting software just can't scale with a rapidly growing retail business. Retailers end up spending too much time managing headaches, with no time for the things they really love: serving customers, merchandising and discovering new ways to grow.

## Brightpearl helps you manage the heart of your retail business

Our Commerce Acceleration Platform is cloud software that manages orders, inventory, customer data, accounting and reporting. All integrated in one system.

With Brightpearl, retailers have confidence that inventory and order data are accurate and integrated across all channels, in one place. With a unified view of customers, retailers can provide a better service and more personalized marketing.

Brightpearl's built-in accounting and reporting delivers insights all the way down to the customer, sku and channel levels.

Brightpearl is integrated with Amazon, eBay, Magento, Shopify, Bigcommerce and ekmPowershop, giving retailers easy access to multiple new channels to grow their businesses. Brightpearl is also integrated with all major carriers to ensure shipments are accurate and on time.



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"Our customer service has significantly improved, we even have the time to speak to our customers just to

Lee Adams  
Director, SpyCameraCCTV

Brightpearl delivers a powerful, cloud based retail management system at a fraction of the cost of traditional, complicated Enterprise solutions. Everything you need to grow your retail business in a single system.

## The features you need to grow



**Orders** - Reduce manual operations and manage your orders from multiple sales channels in one place



**Contacts** - Manage customer and supplier relationships easily and build a clear view of customer interactions with your business



**Shipping** - Enjoy full print, pick, pack and ship functionality and integrate with multiple leading carriers globally



**Purchasing** - Avoid any cashflow shocks and improve visibility of purchasing processes across multiple sales channels



**Accounting** - Generate detailed accounting data automatically and get access a real-time view of your finances daily



**Suppliers** - Automate re-ordering, improve accuracy and track cost price to sale price for real profit insight into your business



**Inventory** - Avoid double-selling or stock-outs across all your sales channels by controlling all your inventory in one system



**Multichannel** - Connect to the world's leading ecommerce engines and manage all your sales channels in a single system

## All your sales channels working together seamlessly



**eBay** - Sync your eBay listings with your inventory, accounting and contacts so you can scale your business more effectively



**Magento** - Integrate Magento with all your sales channels and manage more stores, more simply, saving time and boosting profits



**Amazon** - Sell on amazon.com, .de, .fr, .co.uk and streamline processes with the ability to do mass updates and changes via Brightpearl



**Shopify** - Speed up the ordering and fulfillment with access to one, accurate set of inventory levels across your business



**Bigcommerce** - Access a single inventory for all your stores and take advantage of dropship and multi-warehouse options



**Point of Sale** - Integrate your pos software with your back-office systems and connect your physical shop to your online store



**ekmPowershop** - Connect your stores to Brightpearl and build a central inventory system across all your sales channels



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