



**Sellers' Conference for
Online Entrepreneurs**

Vendor Presentation Series

This vendor presentation
was delivered at
[SCOE 2011.](#)



MONSOON
Commerce

Monsoon Commerce

July, 2011

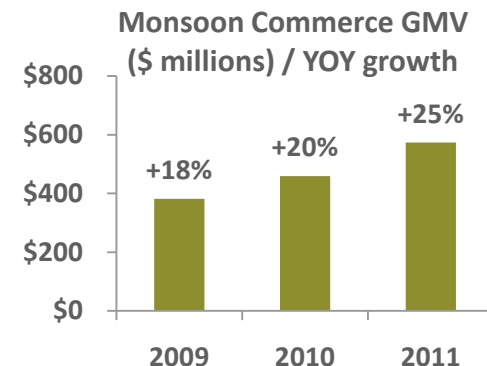


Monsoon Powers Merchant Success Online



The Marketplace Solutions Leader

- **Monsoon Commerce is the leading third-party provider of marketplace solutions and services**
 - Drove online sales of **\$450 million of GMV** in 2010
 - Over **100 million items** sold since 2007
 - Our customers grew sales about 30% YOY
 - Our software and services enable growth in sales and profitability
- **Technology and operations solutions already operating at scale**
 - Over **20,000 active sellers** supported and managed via software solutions
 - Scalable infrastructure supporting over **180 million listings, 6 million hourly** updates
 - Support over **30 partner web sites** via standardized web services and tailored solutions
 - Provide integrated customer service, global logistics and warehousing as needed
- **Growing, profitable business with deep operational experience and continued expansion**
 - Over **12 years** of experience operating ecommerce marketplaces
 - Management team with over **120 years** combined experience in online commerce
 - Profitable, privately held, solidly backed by Oak Hill Capital Partners; \$8 billion under management



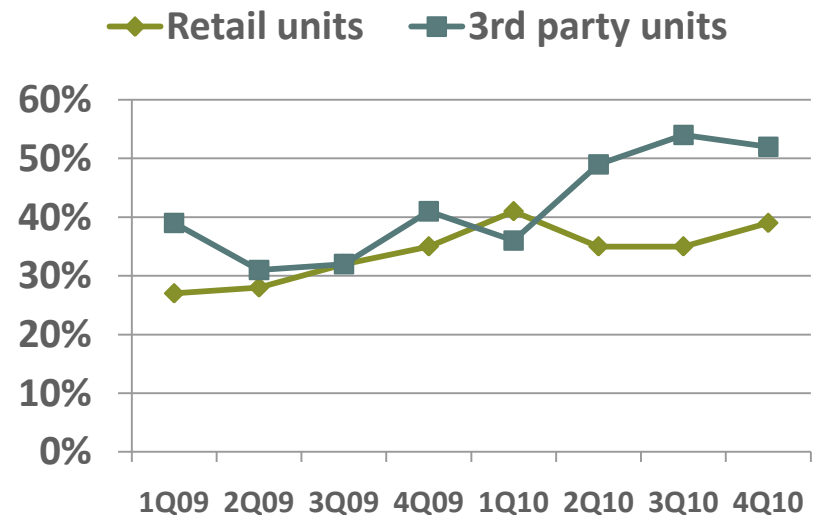
Opportunities for Merchants

- **Marketplaces are a critical component of online retailing**
 - For professional merchants, exposure to millions of customers
 - For retailers and wholesalers, sales growth with limited investment
 - For leading web sites, monetizing current traffic, building loyalty and improving selection at competitive prices
- **We help merchants be better sellers, retailers and service providers**
 - Solutions that enable merchants to scale rapidly and grow profitably
 - Web services and hosted sites that establish or extend marketplaces for retailers
 - Expertise and innovation during pilots of new programs

Online Retail Growth Fueled by Third Party Merchants



3rd party sales 32% of total, growing faster than retail



Retail Marketplaces that We Enable for Merchants

Buy.com

amazon.com.

ebay[®]
The World's Online Marketplace™

half.com
AN **ebay** COMPANY

BARNES & NOBLE.com
www.bn.com

HALF PRICE **BOOKS**[®]

powells.com

BORDERS.

W
waterstone's
Marketplace

chapters.indigo.ca

PLAY.COM

Nebraska Book Company
Business solutions for the college bookstore

CAMPUSBOOKRENTALS.COM
YOUR TEXT BOOK ALTERNATIVE™

BOOKSAMILLION.COM
1.800.201.3550

BookRenter.com™

chegg
don't buy it

Bookbyte

textbooks.com

BetterWorldBooks

AKADĒMOS

Baker & Taylor

YBP

INGRAM

KINOKUNIYA
BOOKSTORES

C
C O U T T S

BLACKWELL
THE KNOWLEDGE RETAILER

Dawson
Books

infibeam.com

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- **Thousands of merchants use our solutions to sell on Amazon**
 - Marketplace selling; catalog matching and ASIN creation, listing and order management
 - FBA expertise built into software – largest FBA sellers use Pro and Edge tools
 - Real-time data supports pricing strategies based on inventory classifications
 - Compete on price with direct competitors automatically
- **Monsoon works with Amazon on new programs**
 - Operational issues, API changes, and program expansion
 - Integration with Amazon Web Store
 - Trade-in Program
- **Merchants looking for options**
 - Amazon is buyer focused, not seller focused
 - Many items don't fit FBA model
 - Concerned about abrupt changes in Amazon programs and technologies
 - Want business diversification

- **Thousands of merchants use our solutions to sell on eBay**
 - eBay catalog and “EPID” matching, listing creation and optimization
 - Real-time data supports pricing strategies
 - Compete on price with selective sellers
 - eBay fixed-price selling as well as Half.com for media sellers
- **Monsoon works with eBay on new programs**
 - Operational issues, API extensions and changes, and new functionality for catalogs and pricing rules
 - Integration with eBay, Half.com, PayPal, Pro Stores, and Magento
- **Merchants looking for options**
 - eBay provides little support on catalog or structured data
 - Concerned about abrupt changes in eBay programs and technologies

Seller Solutions: Automation, Efficiency and Expertise

- Solutions that help merchants grow sales and profits online
- **Seller Hub** web-based solutions for inventory and order management – simple starting point for turning buyers into sellers, solid tools for small to mid-size merchants
- **Monsoon Seller Edge, Pro and Pro: Warehouse** marketplace selling solutions
 - Support for all consumer goods categories across leading online marketplaces
 - Integrated inventory, pricing, listing and order automation, multi-channel management
 - Professional sellers to chain retailers: largest Amazon FBA seller; Hobbytown; Nebraska



- **Stone Edge:** order management and online shopping cart integration; acquired April, 2011



- **Seller Distribution Services:** outsourced cataloging, distribution and fulfillment – bulk liquidation for sellers, turning excess product into cash



Monsoon Seller Edge, Pro and Pro Warehouse: Professional Tools

- Monsoon software is the market leader
 - Automated price intelligence
 - Cross-marketplace selling
- Established in 2002, supporting sellers on Marketplaces
 - Worked directly with Amazon.com to develop our solution
 - Matured the solution to include more and more marketplaces
- Patented software solutions for pricing and inventory management
- 2009 eBay Star Developer Award winner, “Most Innovative”
- Unique capabilities to support Amazon FBA sellers
- Software built by people with retail and e-commerce experience
- Certified Provider for both Amazon.com AND eBay!



Monsoon Seller Solutions support wide range of product categories

- Our solution contains features designed specifically to help sellers grow their business online across a wide range of media, electronics and general merchandise
 - Inventory Management and listing on multiple marketplaces simultaneously
 - High volume production data-entry and configurable import
 - Configurable inventory group management
- Dynamic Automated Pricing
 - Maximize results across marketplaces
 - Compete more effectively; scam avoidance
- Advanced Order Management
 - Integrates with retail store and warehouse systems
- Monsoon offers a “full circle” experience:
 - Best practices and advice from our Client Services Team
 - World-class Customer Support – Service Level Metrics
 - Webinars and whitepapers about how to improve your business



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Vendor Presentation Series

**For more information about
the topics covered in this presentation,
please contact the vendor directly.**