

Expand your selling channels with the Linnworks and Virtualstock integration


Automating your connection to the market leading retailers is no longer a luxury, it's an imperative - to stay in the game, make ecommerce easier with Linnworks.

Avert risk, grow stickiness and ensure a frictionless experience for both your retail partner and the end consumer.

Virtualstock and Linnworks have partnered to extend the benefits Virtualstock provides to blue-chip retailers and their supplier network. This collaboration introduces an additional layer of automation, ensuring that all parties have the necessary visibility to operate and scale their respective businesses efficiently.




GROW

 Seamlessly integrate with leading retailers.


Virtualstock's dropship and curated marketplace platform enables you to seamlessly connect to additional retailers with minimal integration and without any changes to your existing processes. The Linnworks connection adds an additional layer that ensures complete visibility and transparency for retailers regarding the status of orders from their supplier network.

AUTOMATE

 Preserve Access: comply with all mandated minimum guidelines.

By adding the Linnworks capability alongside Virtualstock you, the supplier, get an even better chance of compliance with the core requirements of the retailer. Through the Linnworks platform, you will be in a position to streamline processes, finesse communication and ensure the retailer is in a position to uphold their promise to the customer through you, the supplier.

TAKE CONTROL

 Save Time: automate manual processes and concentrate on your core business.

The operational simplicity of the Virtualstock platform, combined with the automation functionality provided by Linnworks gives you, the supplier, time back to focus on your core business. The order management capabilities mitigate risks in your fulfillment process, rendering your download/upload tasks fully automated, thereby reducing time spent and improving accuracy.

Why Virtualstock?

Virtualstock is recognised as the UK's leading Dropshipping SaaS platform:

- **\$1.7bn** total sales through the platform in 2023
- **6.3M** orders through the platform in 2023
- **2.8K** total users on the platform as at 31 December 2023
- **28K** total users on the platform as at 31 December 2023

Virtualstock's clients include top 10 UK Retailers such as John Lewis, Sainsbury's Argos, Robert Dyas, B&Q, Currys, Screwfix, Ryman and Toolstation. With the Linnworks integration, users have the opportunity to automate their connection to retailers like these to sync inventory and order routing alongside all other selling channels.





Why Linnworks?


Linnworks provides a complementary service, focused on you, the supplier, improving your ability to connect, sell and fulfill seamlessly via Virtualstock to the retail channels. The key deliverables for the supplier community are:

1. De-risking operations by automating connectivity to retailers.
2. Save time and money through real-time, centralised visibility.
3. Ensure compliance with channel SLAs.

Linnworks enables businesses to manage their multichannel inventory, orders and fulfillment from a centralised platform and provides deep insights across sales channels and operations.

 Linnworks powers businesses to drive growth and boost brand success.

 Linnworks processes \$8bn+ GMV each year globally, and serves some of the world's biggest brands.

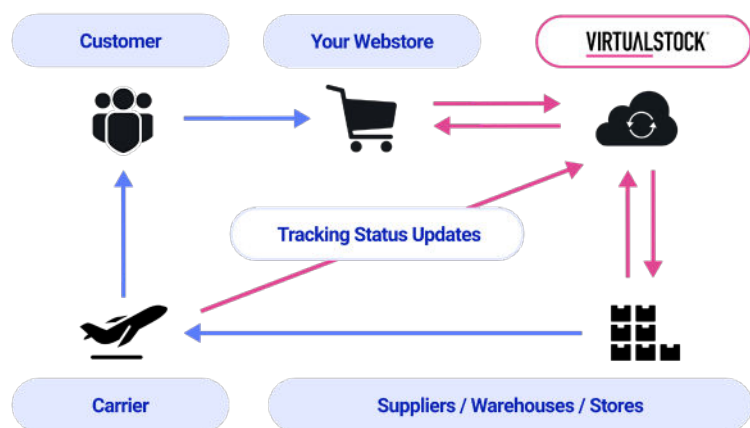
 Linnworks connects with over 100 selling channels including global marketplaces, D2C platforms and emerging selling channels.

How does Virtualstock work?

Virtualstock is a modular SaaS platform that sits between the retailer and their suppliers.

The platform is cloud-based and allows retailers to establish a one-to-many connection with their suppliers, providing visibility across the dropship supply chain, including stock availability, order status and delivery updates.

The integration between Virtualstock and Linnworks on the supplier side ensures seamless flow of all your order and stock data, eliminating the need for manual interaction.



Key Integration Features

- ✓ **Inventory Updates** - Linnworks can automatically send changes in stock levels to the channel.
- ✓ **Order Download** - Channel orders can be automatically downloaded into Linnworks allowing you to reserve available stock and avoid overselling.
- ✓ **Inventory Mapping** - Existing and new channel listings can be linked to Linnworks inventory items for stock level and price updates.
- ✓ **Location Mapping** - Orders can be downloaded and inventory updates sent from specific locations.
- ✓ **Order Despatch** - Orders on the channel can be marked as shipped and provided with the tracking number and shipping service name via Linnworks.

Find out how Linnworks can grow your business.

Contact virtualstock@linnworks.com

Ready. Steady. Grow.

Connected CommerceOps™