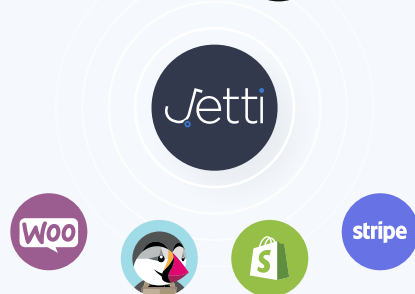


# Why home & living Marketplace **Naduvi** decided to go with **Jetti** instead of building the technology in-house

Jetti FOR NADUVI - CASE STUDY

# NADUVI



*It would take quite a decent size team of developers and would still take a lot of time to build in-house. If you work with a small team it will take probably over a year, to actually build something that may look a little bit like Jetti, but not even close.*

EDWIN KLASSENS  
Integrations Specialist

## HOME & LIVING PLATFORM FOCUSED ON OVERSTOCK

Suppliers buy stock 1-2 times/year and are left with overstock, underperforming products.

We operate a dropshipping model - customers receive packages directly from the supplier.

## SIZE OF THE COMPANY

Started with only a few people, grew to 40-45 workers in about 1 year.

## WHY DID YOU NEED A PLATFORM LIKE JETTI?



Didn't have the in-house capacity to develop a whole backend that could make integrations using APIs to connect to all brands, so we needed a platform that could allow us to start with this model.

There were a few options in the market but **Jetti was the one that gave us the most advantages**, and the largest amount of integrations that we could immediately start with.

We needed a backend that allowed us to work with multiple vendors and **Jetti was checking all the boxes**.

## WHAT IS JETTI'S TECHNOLOGY DOING FOR THE BUSINESS



Jetti is providing the all round process. It connects with the brands regarding stock, product selection, content, therefore providing a lot information that we need to display the products correctly.

**90% of the suppliers** that we are working with **have an opportunity to integrate** and a lot. So we can connect to **Aggregators**, channel engine, changeable and ecommerce platforms, shopify, woocommerce, prestashop. We are seeing more and more brands coming in via **FTP and XML** which are some of the options that Jetti offers And some more manual parties that are doing the work via **Excel CSV and Google Sheets**.

We have a **direct Jetti integration with Shopify** which is our webstore, and we are sending orders via one system, with multiple options to integrate with vendors directly

It's great that we can have all of that from the start all those integrations with many other parties

## ANY THOUGHTS ON BUILDING THE TECHNOLOGY IN HOUSE?



It would cost a lot of manpower and hours of work and Jetti is very far ahead and would cost us a lot of time and manpower, Jetti is facilitating our needs and we are happily staying with Jetti

We could have a small team working on it, but it will take a long time to fully replace Jetti. **It would take quite a decent size team of developers and would still take a lot of time**. If you work with a small team it will take probably over a year, to actually build **something that may look a little bit like Jetti, but not even close**.

## WHAT WOULD THE BUSINESS BE LIKE WITHOUT JETTI?



**We would not be growing as fast without Jetti, we went live in 3 or 4 months**, that wouldn't be possible without Jetti. **Jetti is automating a lot of processes for us**, like the order process, we don't have to look at it all, it's directly from our site to the supplier, sometimes automated on their side.

On integrations, automated feeds for stock inventory **saves us a lot of time**, and it is very error sensitive, you could be selling products that are not there, or could have products offline for which you have stock.

**We wouldn't be at this point now without Jetti** as everything is so automated.