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

NADUVI

Onport FOR **NADUVI** - CASE STUDY

> " 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 Onport, but not even close. "

EDWIN KLASENS
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 ONPORT?

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 **Onport 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 **Onport was checking all the boxes.**

WHAT IS ONPORT'S TECHNOLOGY DOING FOR THE BUSINESS?

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

We could have a small team working on it, but it will take a long time to fully replace Onport. **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 Onport, but not even close.**

WHAT WOULD THE BUSINESS BE LIKE WITHOUT ONPORT?

We would not be growing as fast without Onport, we went **live in 3 or 4 months**, that wouldn't be possible without Onport. **Onport 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 Onport as everything is so automated.