

Ixtens Assembles One-Stop Shopping For Mydeco.com

mydeco.com

Name: mydeco.com
Sales Channels: mydeco.com
SKU's: 2,500+
Launch Date: Q4 2010
Solution: Ixtens Marketplace



"In addition to our 1,500+ retailers, the Ixtens Marketplace platform allows us to help our customers discover products from new brands and buy from multiple retailers in the same basket."

—Nicole Vanderbilt, CEO, Mydeco.com

The Company

Mydeco.com, a leading UK site with over one million visitors per month and 100,000 registered members, brings together a wide range of stylish home products from over 2,000 high profit retailers and niche stores. Launched in 2008 and based primarily in the UK with a recent New York addition, mydeco operates with less than 50 employees. Already acclaimed for their blend of search aggregation, interactive planning, and social networking capabilities, mydeco sought to continue expanding their presence and operations through establishing an online "Kitchen shop" marketplace.

The Situation

In early 2010, mydeco reached out to Ixtens with the desire to create a marketplace that would enable them to significantly increase the number of items available for purchase directly on the mydeco.com website. Mydeco required a SaaS solution that would enable them to offer a web portal to their suppliers and merchants for managing data and inventory, as some merchants were small without the systems or people in place to manage the relationships effectively.

Ixtens Marketplace Supports UK Furniture and Design Retailers Exponential Growth

The Challenges:

- Mydeco.com needed a versatile solution that would grow with their company.
- They needed a system that would not entail an inordinate amount of effort on their side to implement and operate.
- mydeco required seamless integration into their existing website and search functionality.
- They wanted to expand their operations beyond a “normal” retailers.
- They wanted to increase transactions on their own site and reduce the affiliation model.
- They sought specific requirements of formatting and setup for communication with merchants and customers.

The Solution:

Mydeco.com launched on Ixtens Marketplace in Q4 2010 offering a new opportunity for manufacturers and retailers to sell direct to the consumer. Ixtens Marketplace provides mydeco the functionality to:

- Offer their merchants a personalized web portal for data management.
- Automate feeds back and forth between the mydeco website and merchants operations to efficiently manage product data as well as order and shipping details through a single data repository that updates in real-time.
- Maintain a central repository for managing merchants incoming data feeds to accept or reject products for sale on their website, edit pricing, and create bundles.
- Have unlimited integrations. As there are an unlimited number of feeds that the Ixtens platform can handle, mydeco will be able to add new suppliers with minimal effort and no interruption to their operation.

The Results:

Ixtens Marketplace provided a standardized way for them to manage their relationship with drop-shippers and suppliers empowering mydeco.com to launch with ten manufacturers offering 2,500 products - a great improvement on their initial offering of less than 200 products. In addition to integration, Ixtens developers worked with mydeco to create packing slips and forms for vendors to ship to customers.

