Naveo Commerce

What's the right D2C Solution for you?

DIRECT-TO-CONSUMER DECISION MAKER
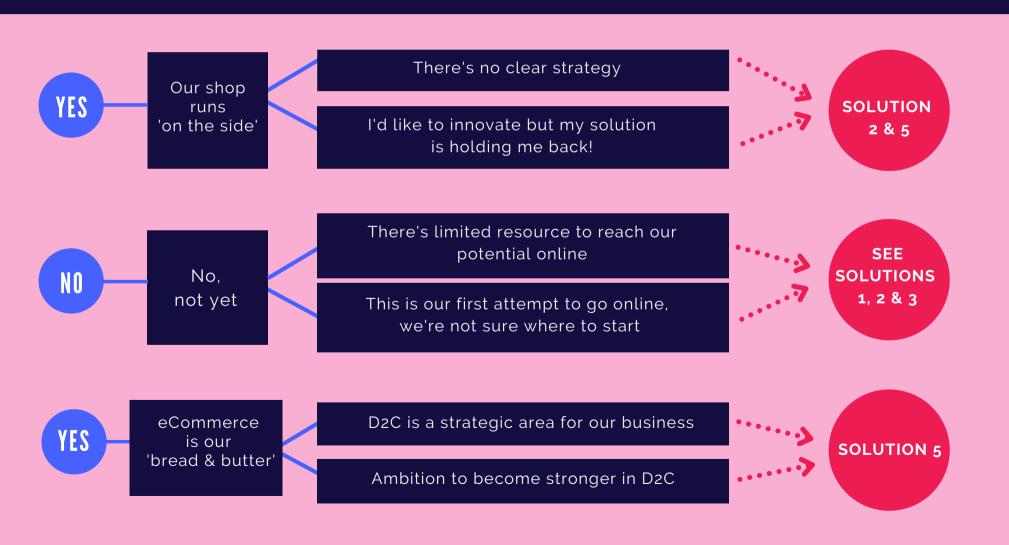
Naveo Commerce

D2C eCommerce Solutions

01
eCommerce with Integrated Third-Party Logistics (3PL)

02
D2C eCommerce Consultancy

03
Marketplaces (Amazon, eBay, Instagram etc.)

04
Order Management Software

05
An End-to-End eCommerce Solution

Do you have an eCommerce channel?

YES — Our shop runs 'on the side'
- There's no clear strategy → **SOLUTION 2 & 5**
- I'd like to innovate but my solution is holding me back! → **SOLUTION 2 & 5**

NO — No, not yet
- There's limited resource to reach our potential online → **SEE SOLUTIONS 1, 2 & 3**
- This is our first attempt to go online, we're not sure where to start → **SEE SOLUTIONS 1, 2 & 3**

YES — eCommerce is our 'bread & butter'
- D2C is a strategic area for our business → **SOLUTION 5**
- Ambition to become stronger in D2C → **SOLUTION 5**

Are you willing to invest in your own fulfillment strategy?

YES — Yes, we manage our logistics in-house. Our online sales are through the roof! — We struggle to meet demand → **SOLUTION 4**

YES — Sort of, we work with a 3PL BUT... — Our 3PL can't meet our delivery promises → **SOLUTION 4 & 5**

NO — No, this is our first attempt to go online. We're nervous to invest without a trial run. — We need a proof of concept → **SEE SOLUTION 1 & 2**

01 eCommerce & Third-Party Logistics

Third Party Logistics (3PL) providers are typically used by eCommerce businesses large and small to oversee and manage their supply chain. 3PL's take the pain away from fulfilment - warehousing, inventory, packing, shipping, and returns - allowing you to focus on your effort on the rest of your eCommerce strategy.

	PROS	CONS
No need for a big internal team and warehouse processes	✓	✗
Faster route to market	✓	✗
Lack of customer insight and data	✗	✓
Outsourcing your delivery promises	✗	✓
Lack of control over end-to-end brand and customer experience	✗	✓
As you scale, 3PL's costs can become expensive and impact on your profitability	✗	✓

02 eCommerce Consultancy

Whether you're approaching eCommerce for the first time, or you're an established brand, growing online can be a complex. eCommerce Consultancy can help you create a strategy to scale your business and overcome the challenges of: Rapid growth, platform choice, integration and optimisation. Here are just a few questions we can help you solve:

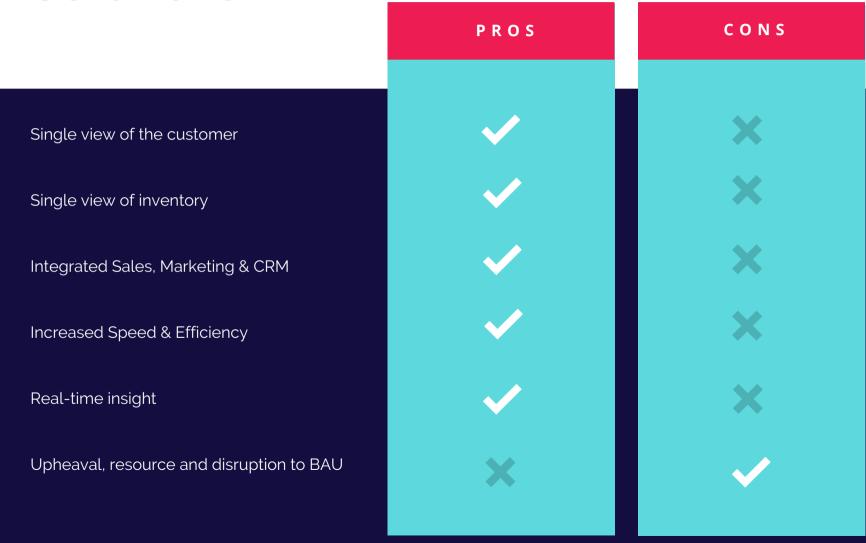|	PROS	CONS
What's the best solution for my business? How do I choose a platform?	✓	✗
How does my online business impact my other channels? How do I scale my eCommerce team over time?	✓	✗
How can I optimise the customer journey? What are the core tools that I need?	✓	✗
Should I focus on revenue growth or profitability right now?	✓	✗
How can I optimise my warehouse picking and efficiency? What KPI's really matter?	✓	✗
Slows down implementation time	✗	✓

03 Third Party Marketplaces

Third Party Marketplaces such as Amazon, Instagram and Alibaba provide a near instant platform to sell and gain market visibility. However, there are many sacrifices with this approach. In fact, many D2C brands are opting to ditch marketplaces due to fear of "feeding the enemy". Here are just a few pros and cons:

	PROS	CONS
Instant market share, reach and visibility	✓	✗
Faster route to market	✓	✗
Reduced customer insights, data and branded customer experience	✗	✓
Lack of control to maintain brand integrity; risk of counterfeits and unauthorised sellers	✗	✓
High FBA (Fulfilment by Amazon) fees. On the flip side, there no need to hire internally	✓	✓
Sharing purchase intent and product insights with a potential competitor to improve their own private labels	✗	✓

04 Order Management Software

Congratulations! You're business is booming. Whether you're existing system is creaking under the pressure, or your 3PL provider just can't cut it. Now's the time to consider investing in your own in-house fulfilment with a best of breed, cloud-based, order management solution.

	PROS	CONS
Single view of the customer	✓	✗
Single view of inventory	✓	✗
Integrated Sales, Marketing & CRM	✓	✗
Increased Speed & Efficiency	✓	✗
Real-time insight	✓	✗
Upheaval, resource and disruption to BAU	✗	✓

05 An End-to-End eCommerce Solution

Enterprise eCommerce, order management and logistics - in one. Tired of handing profits over to retailers, distributors and third parties? Fed up with your brand being misrepresented? Looking to dial back the costs and forge better relationships with your customers? Then this solution is for you.

PROS	CONS
✔	✖
✔	✖
✔	✖
✔	✖
✔	✖
✔	✔

Control over every segment of your business. B2B, B2C, D2C and everything in between.

Single view of Customer, Sales & Products

Tried and tested. No longer reliant on retailer success

Post purchase, cross sell and up sell opportunities

Innovate at pace with cloud-based solutions

Upheaval, resource and disruption to BAU. Risk that "all eggs are in one basket". On the flip side, you have a partner that understands your entire ecosystem

B2B to D2C. Made Easy

Unified End-to-End Commerce

Advanced end-to-end eCommerce for every segment of your business. All in one place. From B2B, B2C, D2C and everything in between.

Boost your Brand Loyalty

Give your customers what they want and provide the tools to increase sales revenue, manage orders and improve customer service.

Integrated Order Management

Seamless eCommerce, Order Management and systems integration to connect your CRM, payment processing and logistics.

Expand into New Markets

Take advantage of our experience and technology to sell and market your products into new territories.
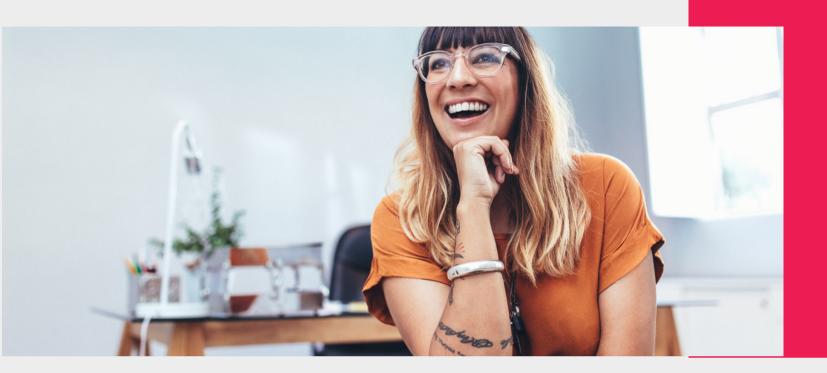
Multichannel, & Multilingual

Create localised content and personalise products for local markets and segments. It's all covered in one system.

Keep your Delivery Promises

Process thousands of orders daily and still offer next-day / same-day delivery, click-and-collect and simple returns.

Naveo Commerce

The Perfect End-to-End eCommerce Partner

Naveo Commerce is an international end-to-end eCommerce, OMS and Fulfillment technology company helping SMBs and Enterprise across all retail segments to manage and grow their business online. The company was founded in 2020 following the merger of Digital Goodie and Maginus, unifying cloud-based Headless Commerce expertise, Order Management Systems and Fulfillment solutions to establish one of the only companies globally to be able to offer entire end-to-end commerce support to retailers. The Maginus partnership with Magento and Episerver continues to operate as part of a consulting arm sitting under the Naveo Commerce brand. The company is financially backed by Black Dragon Capital.

Simply put, working with any other solution is unthinkable.

- Truckman

Naveo Commerce

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D2C Strategy

Complimentary Session

Considering going direct-to-consumer but not sure where to start? Contact us for a free 2-hour session with one of our consultants.

*limited to the first 5 enquiries