



Success Story

Company Name • Consumer Depot

Industry • Computer and Electronics Liquidator

“Our custom applications give us incremental sales without hiring new people. Now we can focus more on marketing and less on logistics.”

— Marty Fike, Owner, Consumer Depot

Company Profile • Consumer Depot is one of the largest computer liquidators in the U.S., specializing in selling large volume liquidations of surplus, discontinued and demo PC products. With over 125,000 customers and 32 employees, they have a thriving online business and a storefront just south of Nashville, Tennessee.

Business Challenge • When Consumer Depot began selling liquidation merchandise on eBay, their sales were healthy, but they quickly found they didn't have the manpower needed to process all of the potential orders. “We considered hiring more people to handle the orders, but that wasn't really economically feasible,” explains Fike, “So we decided to automate our process.” When they researched eBay's Seller Tools for a solution, Consumer Depot found that the tools that were available didn't solve their particular accounting database needs. In their efforts to find just the right approach, Consumer Depot decided to develop their own solution.

Solution • With the help of the eBay Developers Program and the eBay API, Consumer Depot developed an ecommerce solution that posts and processes their eBay items directly through a back-end inventory and accounting system. The new system eliminates the need for manual order entry and inventory updating, and automates the opening, closing and creation of orders, prints shipping labels, and does all of the fulfillment processing. Since interfacing their existing e-commerce platform with the eBay API, Consumer Depot has increased its listing output by more than 75 percent and increased their profits by over 10 percent. eBay sales account for over 30% of their sales, and the new system generates 10,000 new eBay customers for Consumer Depot monthly.

“Before integrating with the eBay API, we implemented about 200 auctions per day,” says Fike. “Now that we've integrated with the API, we're running over 1,000 auctions per day and hope to reach 2,500 per day within a few months.”

“With the API, we can quickly and easily take advantage of new features on the eBay.com website with slight modifications to our application.”

— Marty Fike, Owner, Consumer Depot

The eBay Developers Program enables third-party developers to create innovative solutions that tap into the power of eBay, The World's Online Marketplace®. Members of the program gain access to eBay's application programming interface (API) to create a wide variety of solutions that meet the diverse needs of the nearly 105 million registered users on eBay. For more information about the eBay Developers Program, visit www.developer.ebay.com.

For more information about Consumer Depot, visit their website at: <http://www.consumerdepot.com/>