

CHANNEL OVERVIEW



Overstock.com is an online retailer offering a wide variety of high-quality, brand-name merchandise, including bedding, home decor, appliances, watches, jewelry, electronics, sporting goods, clothing and shoes. They give customers an opportunity to shop conveniently, while offering manufacturers, distributors and other retailers an alternative sales channel.

The company was started in 1999 when it reported \$1.8 million in revenue and has now grown close to \$1 billion in annual revenues. Their corporate offices are in Salt Lake City, Utah where they have over 1,200 employees. They pride on their customer service and have been awarded several awards like the National Retail Federation award, where they were named #2 in customer service nationwide. They also earned the Gartner CRM User's Choice Award for Customer Relationship Management Excellence.

Highlights

- Supplier network consisting of thousands of manufacturers, distributors, and resellers
- Program represents over 80% of Overstock's total revenue
- Multiple integration methods like CommerceInterface (largest and most complete)
- Ability to utilize Overstock's shipping account
- Access to portal with key business data to help improve key areas of your business

The image displays three overlapping screenshots of the Overstock.com website. The top screenshot shows the homepage with a search bar, navigation menu, and a "\$1 Shipping on your entire order" promotion. The middle screenshot shows a category page for "Bed & Bath" with various sub-categories like "Down Bedding" and "Sheets". The bottom screenshot shows a product page for a "Select-A-Firmness 11-inch Queen-size Memory Foam Mattress" with a price of \$425.49, a 4.6-star rating, and an "Add to Cart" button.

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Program Details

The Overstock.com market place (Supplier program) is what we call a closed marketplace and all products that go on their site need to be approved by their buying groups. Following is more detailed information on their program and how it works.

Product Submissions

- Supplier submits product content to Overstock.com via CommerceInterface's INSIGHT platform.
- Supplier is responsible for the accuracy of product content and will bear the shipping costs associated with misrepresented or defective item issues.
- Overstock.com maintains a uniform copy style. Their editing staff screens all product content before products appear on site.
- Supplier must adhere to image (650 x 650 pixels minimum) and copy requirements.
- Supplier must allocate inventory for items being sold on Overstock.com.
- Supplier can adjust inventory quantities manually or automatically via the INSIGHT platform
- This program is not the same as the Overstock.com Auctions program.

Pricing

- Supplier negotiates with Overstock.com for cost (For managed solutions, CommerceInterface will handle this on your behalf). Retail pricing is subject to Overstock.com's discretion.
- Retail prices for supplier items at Overstock.com must be lower or competitive to prices on supplier's website and any other retail channels used by supplier.
- Supplier can submit product with or without shipping included. If you're using Overstock.com's shipping account, you will need to provide a cost without shipping. If you would like to use your shipping account, it's important that you add shipping to the cost when submitting for approval.
- If supplier uses Overstock.com's UPS, ABF, or FedEx account number, Overstock.com bears the cost of the freight, which they add to the cost of the product before adding their margin.
- Whether supplier ships on their account or on Overstock.com's account, since supplier is the shipper of record, supplier is responsible for filing lost or damaged shipment claims.

Customer Support

- Overstock.com handles all customer inquiries, supplier's wont deal with customers directly.
- For detailed inquiries, an Overstock.com Customer Care Agent will contact supplier.
- Overstock.com requires an answer to customer inquiries within one (1) business day to ensure a timely resolution.

Product Order Payment

- Overstock.com processes all credit card transactions and absorbs the cost of the associated processing fees and assumes order fraud liability risk.

Fulfillment

- Although standard shipping is via ground service, Overstock.com offers expedited shipping on supplier products and supplier is expected to fulfill orders accordingly.
- If supplier ships on their own account, Overstock.com will pass 90% of the expedited shipping fee to supplier to help cover the cost to expedite the order. The 90% coupled with the shipping cost supplier has already added to the cost, should cover the expedited shipping costs.
- Supplier must include an Overstock.com-branded packing slip with all orders shipped on behalf of Overstock.com. You can export these branded packing slips from the INSIGHT platform.
- Supplier may not include marketing or promotional information regarding their company with any order shipped on behalf of Overstock.com.
- Supplier is responsible for shipping orders and transmitting accurate tracking information to Overstock.com within two business days of the order date. This process can be done manually or automatically via the INSIGHT platform. LTL orders are allowed 10 business days.
- If Supplier cannot meet the shipping deadline, supplier must notify Overstock.com as quickly as possible so that Overstock.com can communicate with the customer and cancel the order(s) if necessary. Please note that canceled orders get assessed a fee.
- Failure to comply with our standard Supplier Program Supplier Agreement including but not limited to, consistent late shipments, frequent short ships, invalid tracking, and poor communication with our Customer Care staff is cause for account termination.
- Overstock.com utilizes a scorecard to measure supplier service level performance. Supplier will receive their scorecard on a bi-weekly basis and should work closely with their CommerceInterface Account Manager to address any problem areas.

Returns Policy

- Overstock.com will accept most new and unopened items within forty-five (45) days of the original ship date for a full refund. (Overstock externally advertises a thirty (30) day return period). All returned items will be inspected and awarded a partial refund if opened or used
- Returns sent back after 30 days (45 days) are subject to a refund of up to 80% of the items value.
- For Electronics returns must be initiated within 20 days of the purchase date. The return must arrive within 30 days of purchase. Returns that have been opened, used, or returned late are subject to a refund of up to 70% of the item total.
- Pre-paid return shipping labels are issued to customers for non-buyer's remorse returns (returns caused by supplier mistake), the cost of which is deducted from supplier.
- The customer may assume all return shipping costs for returns initiated due to buyer's remorse.
- Partial refund for refund for returns after 45 days.

Supplier Payment

- Overstock.com remits the agreed upon per-item costs for sales of supplier products sold
- Overstock.com remits bi-weekly payments within two (2) business days of the 1st and 16th of each month, under net 30 terms (average net 22 terms). Example, orders shipped confirmed from the 1st to the 15th of the month get paid on the 1st of the following month, and orders shipped confirmed from the 16th to the 31st of the month get paid on the 16th of the following month.

INSIGHT

Our Solution

The solution was built by a team with over 10 years of combined experience with Internet sales, supply chain and channel management. Our platform provides an electronically-integrated supply and fulfillment network, regardless of the supplier's size or technical capabilities. The INSIGHT platform seamlessly integrates with familiar tools like Shipworks, Trueship, Quickbooks, UPS, USPS, and more, making the business processes more efficient by consolidating your multi-channel management efforts into a centralized platform that supporting major Internet retailers. Our platform is also compatible with a large network of 3rd party solutions you have been used to dealing with in your business.

Unlike other marketplaces, integrating with Overstock.com requires a higher level of control and management. Overstock.com is a highly demanding marketplace with high standards that require a managed solution and technology to help you succeed in this unique sales channel.

CommerceInterface's INSIGHT platform is the most complete Overstock.com integration on the market. Our platform allows you to manage your Overstock.com business through a very user-friendly web-based interface, where you can push product content to Overstock.com, manage orders, inventory, fulfillment, tracking, reporting, returns and much more, from one centralized platform.

Why we're the best choice for your Overstock.com integration

- We offer the largest and most complete integration to Overstock.com. Search widely and you won't find another solution that supports Overstock.com the way we do. Our integration supports and Overstock.com transaction from cradle to grave. Some solutions only support orders, inventory and ship confirmation, but require you to load product through CSV files and manage returns through a separate application.
- Select from one of our managed or un-managed solutions that best fit your needs. For example, with a managed solution you get a dedicated account manager that will help you in the management and growth of your Overstock.com business. Our team has over 10 years of combined experience with Overstock.com. Experience that's unmatched!
- Dashboard with key performance metrics to keep a finger on the pulse of your business.
- Tracking validation logic to help you prevent getting charged fees for invalid tracking numbers.
- Order alerts that will keep you informed of orders that are due a certain day. Our supplier network has the best on-time fulfillment record for Overstock.com.
- Choose how you want to interact with our platform. For example, you can select to manage your orders through the interface, receive orders via email, ship confirm orders via the interface or a 3rd party solutions like Shipworks, receive orders via EDI or interact with us via FTP. This flexibility and 3rd party solution compatibility allows you to customize your back office processes in a way that makes sense to your business and something dictated by a specific sales channel.
- Access to a Knowledge Base that will help you in becoming an expert user, as well as a top Overstock.com supplier.
- We also support Overstock.com's *Main Street Revolution*, a partnership between Overstock.com and small and minority-owned business owners across the United States.
- Compliant with all Overstock.com's business policies and logic.
- A highly knowledgeable and friendly support staff.

Let our technology and services do all the heavy lifting, so you can focus on sourcing or manufacturing the products that will contribute to your business growth. Our integration and services will save you time and eliminate any manual steps that you currently have in place.

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Following is the service level matrix we offer for Overstock.com. [Click here](#) to request a FREE demo or [email us](#) to schedule a FREE consultation.

OVERSTOCK.COM

Program Type	Managed	Un-Managed
Terms	12 months*	12 months*
Fees	% Fee/order**	\$.20 to \$.50/order***
Channel Requirements		
Initial Product Offer	X	
Channel Account Setup	X	
Launch		
CI Account Creation	X	X
Establish Overstock Account Link	X	X
Content Upload Assistance	X	
Overstock Partner Program Training	X	
Insight Application Training	X	X
Channel Management		
Dedicated Account Manager	X	
Offer Management	X	
Scorecard Reviews	X	
Billing Assistance	X	
Upload Assistance	X	
Product Photography	Additional Fees	Additional Fees
Quarterly Business Review	X	
Knowledge Base Access	X	X
Channel Customer Service		
Plugins & 3rd Party Integrations		
QB Sync (Quickbooks Integration)	\$29.99/month	\$29.99/month
Shipworks Integration	X	X
True Ship	X	X
Stone Edge Technologies	Coming Soon	Coming Soon
Custom Supplier Side Integrations		
Email Order Delivery	X	X
FTP	\$150 (one time)	\$150 (one time)
EDI	\$350 (one time)	\$350 (one time)

* Suppliers enter a 12 months agreement with CI, which can be ended with a 30 Day written notice
 ** Managed accounts are handled on a percentage basis based on category. Please contact us for more details on this fee type.
 *** The flat transaction fee will depend on number of orders being processed monthly.

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