

The Miami Herald

By: [ConnectPointz](#) via [Business Wire News Releases](#)

March 25, 2015 at 16:48 PM EDT

New Software Product Reduces Operating Costs For Online Retail

Increasing profits and expanding business networks for both traditional retailers and web merchants have finally entered the 21st Century. It's not necessarily news when a tech product comes to market, but when a NJ-based company enables anyone from online behemoths to an 8th grader with the "next big idea" to increase profits, the playing field gets leveled and even Silicon Valley may be forced to listen. With a simple click, retail giants and solo-preneurs alike can use ConnectPointz' cutting edge software to automate the "farm-to-table," product-to-consumer experience.



"We've streamlined the conversation between order processing, inventory fulfillment and shipping, so data will quickly flow between multiple sales channels and multiple shippers in real time. Now retailers and their suppliers can both boost profit margins," said Bob Lux, Vice President, Sales & Finance, ConnectPointz. "Gone are the days of manually tracking orders, inventory, shipments and researching the most cost-efficient products. We decided there had to be a more expedient way for merchants to navigate the online retail eco-system."

ConnectPointz takes the time-waste element out of the process – and out of the bottom-line -- so the mom-and-pops as well as the larger chains can focus on R&D, product development, engagement and marketing.

"Our goal is take what we do best – create good software – and apply it to automating the supply chain and sales-side relationships that comprise an online company's trading community," said Lux. "So e-retailers can focus on growing their product lines and their e-commerce communities."

In the past, the journey from the sales channel (marketplaces, store front systems, retailers and PIMs) to the shippers (warehouses, distributors, 3PLs and manufacturers) resulted in inevitable delays, inaccurate information, inefficient pricing and, consequently, lower-than-necessary net profit.

With ConnectPointz, this is no longer the case.

"The adapters we've made are customized for drop ship, online retailers, or even a service provider or software manufacturer, so that whatever is needed for retail automation, from an accounting or carrier application, to a sales channel and suppliers' application, we have it. There is little to no room for miscommunication or error, yet there is enormous room for profitability."

New ConnectPointz customers can register at <http://www.connectpointz.com/order.php>.

ConnectPointz is a software product for online retailers that automates the connection between the traditional sales channel, supply side and multiple shippers, thereby allowing both retail giants and mom-and-pop outlets to quickly process orders, track inventories and focus on profit margin. The proprietary ConnectPointz software was developed by the founders of ACT Data Services, Inc., the leading EDI solutions company for manufacturers, distributors and suppliers for nearly 30 years.