



“They really have everything that you need, especially when it comes to software and hardware, and that’s not something you’re going to find with a lot of software companies.”

- Caleb Lee, CEO, Powered by Fulfillment

A Sellercloud case study with Powered by Fulfillment

sellercloud.com

How Sellercloud helped Powered by Fulfillment find customizable solutions for their 3PL clients, and drive substantial business growth.



Industry
3PL – Third Party
Logistics



Founded
2008



Headquarters:
Ontario, CA



Company Size
11-50 employees

Before Sellercloud



Based in California, Powered by Fulfillment originally started as an e-commerce business before switching to a 3PL and changing its name. That change happened during the pandemic when they spotted a significant opportunity.

“A lot of merchants out there just didn’t have the know-how to make a transition from, let’s say, FBA-specific businesses into their own websites,” explains Caleb Lee, CEO of Powered by Fulfillment. Many of these merchants had no experience



creating their own brands and marketing their products themselves.



As expert e-commerce sellers, Powered by Fulfillment transformed into the 3PL service it is today to help these struggling businesses maximize their potential. Powered by Fulfillment’s new business model was a success. Since pivoting to 3PL, they have worked with over 500 merchants and currently work with 150. Most merchants who work with Powered by Fulfillment use [Amazon](#), [Walmart](#), [eBay](#), [Etsy](#), their custom website, and various other channels.

The challenge

With so many merchants eager to work with Powered by Fulfillment, they quickly realized that almost none were the same. Not only were their clients selling very different products—from furniture to food to electronics and everything in between—but they also needed access to vastly different solutions, marketplaces, services, and vendors.

As the company grew, it became increasingly important to be organized and efficient with the [inventory](#) coming in and out of the warehouse. The

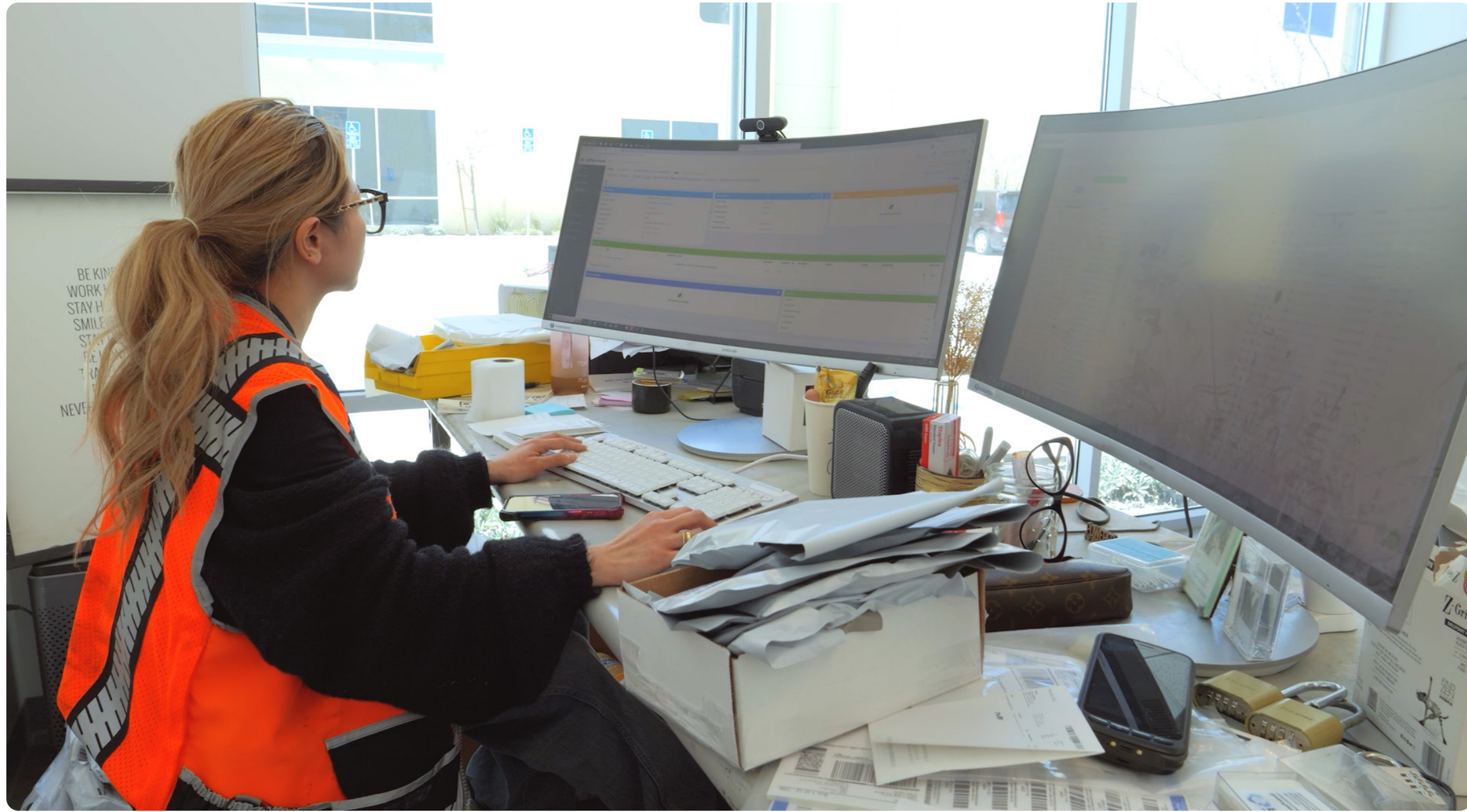


e-commerce solution Powered by Fulfillment also needed to be affordable and not cost them an arm and a leg for every order they processed or every [customization](#) they requested.

The solution



From their experience as a former e-commerce company, Powered by Fulfillment already knew that the only solution for their company was Sellercloud. **“We used to use Sellercloud just as an e-commerce solution for ourselves, and we loved it from day one. It helped us with every aspect of the business, not only for managing inventory, but also listing on different platforms,”**

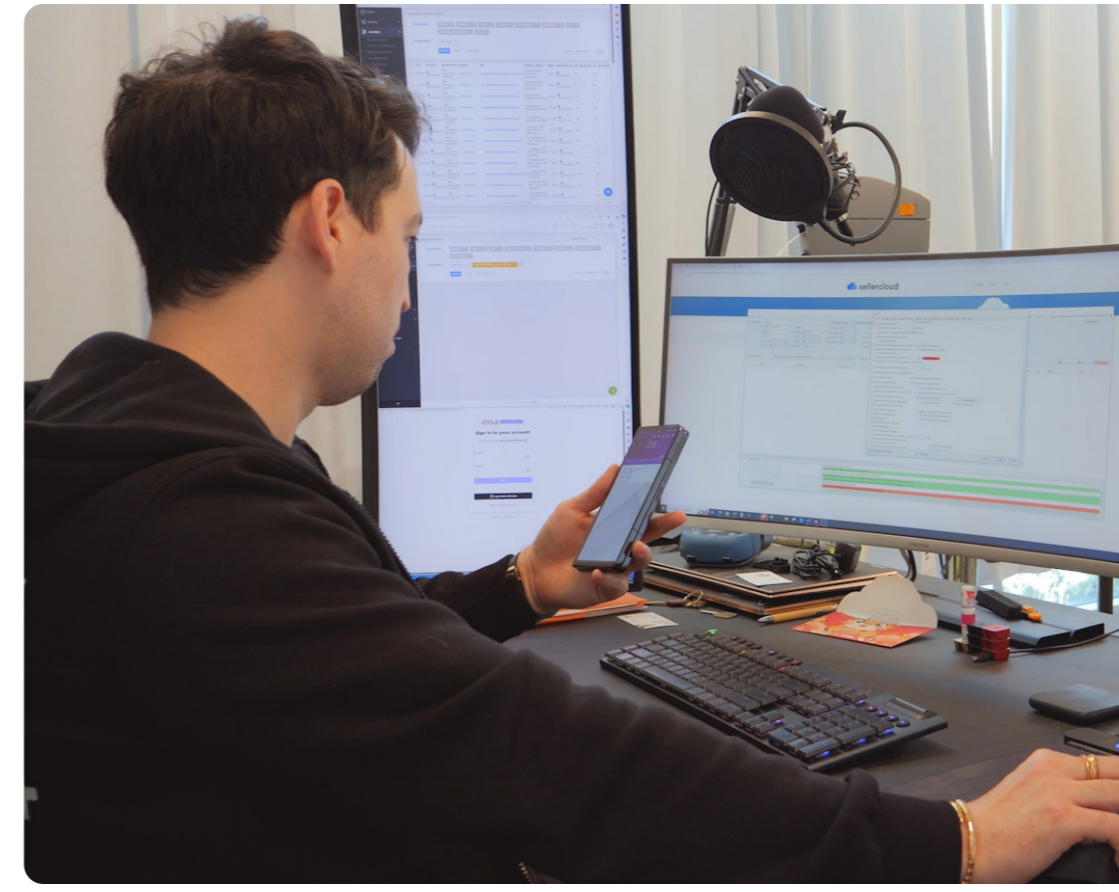


said Lee, mentioning how Sellercloud helps them manage their warehouse, fulfillment, e-commerce stores, sales, and everything in between.

Powered by Fulfillment realized that they could leverage their existing account to provide Sellercloud's services to their clients and create custom solutions for all their needs. **"Being able to work with them and use Sellercloud at the same time, gave us that advantage to be able to find solutions that worked for them,"** explained Lee, adding that customization was key.

Aside from providing custom solutions to their clients, Powered by Fulfillment leveraged Sellercloud's customization features to skip unnecessary manual processes and fulfill orders faster. Lee says it's made them at least five times faster than most other third-party logistic providers.

Sellercloud's Order Rule Engine has also helped Powered by Fulfillment dramatically improve their efficiency. For example, Powered by Fulfillment works with SIOC-compliant (Ship In Original Containers) merchants, which means the



purchase order has multiple quantities inside that must be split. **"With the Order Rule Engine, we're able to set up automation where it'll actually split every single quantity of every SIOC-compliant product into its own order,"** explained Lee, allowing them to process their bulk picklists and pick and ship what they need, cutting all manual checking.

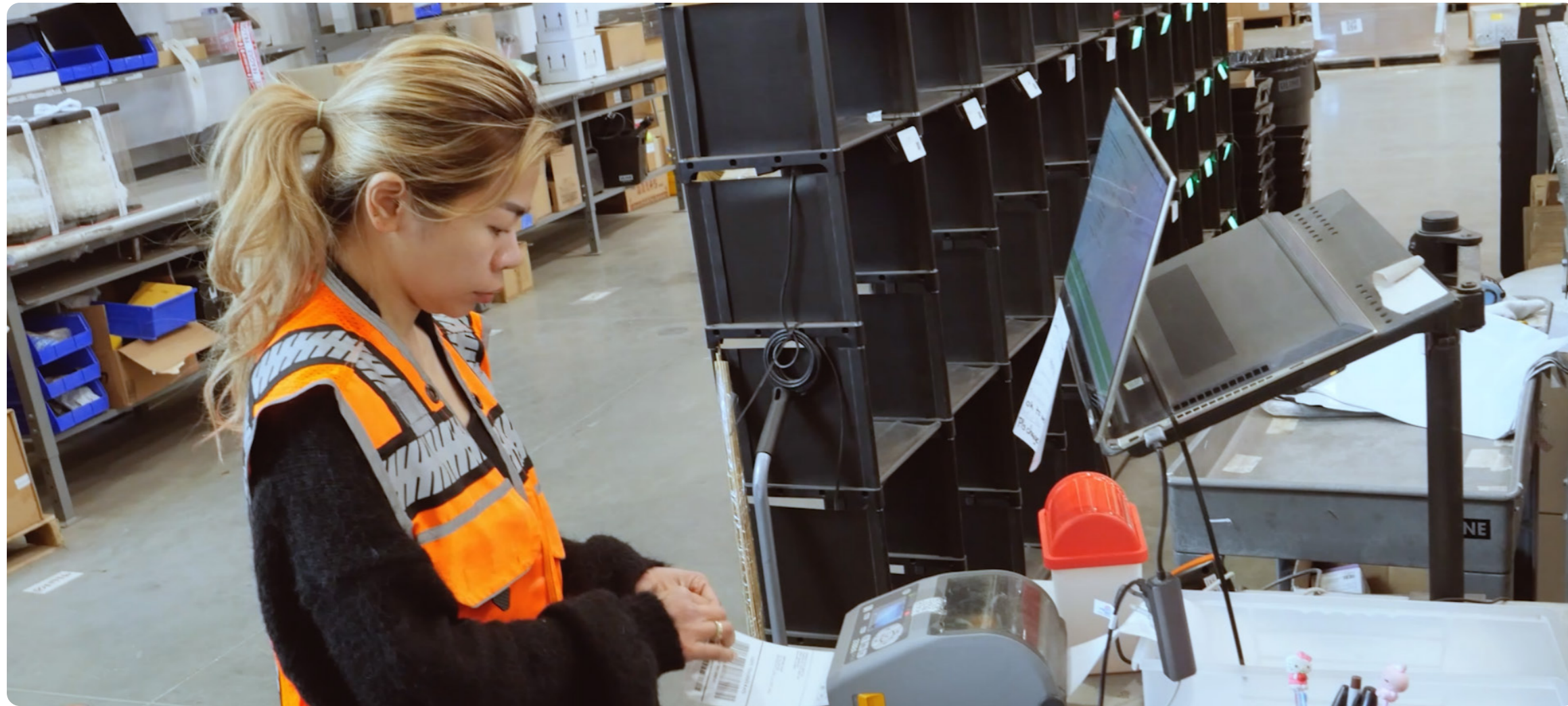
Powered by Fulfillment have also implemented Skustack and Skublox, Sellercloud's WMS ([Warehouse Management System](#)) and product sorting tool. While Skustack helps with picking and warehouse and inventory management, Skublox helps sort orders for fulfillment. **"They really have everything that you need, especially when it comes to software and hardware,**

and that's not something you're going to find with a lot of ecommerce solution providers," says Lee.

For Skustack in particular, Lee loves the warehouse visibility offered by [Skustack Lens](#), which allows him to monitor workers and provides invaluable performance stats and metrics. He also notes how useful Skustack Lens is for any business expanding into a new warehouse, as it allows you to preplan your workflow.

What Lee likes most about Skublox is how easy it is to learn to use. **"You can have anyone come in and just immediately start using it,"** he said. **"It's really just**





scan, scan, scan, and it really leverages the software to help you save time.”

The efficiency Skublox provides has helped Powered by Fulfillment lower its labor costs. Lee notes that this has been particularly helpful in high-wage states where labor is expensive.

Today, Powered by Fulfillment’s entire workflow depends on Sellercloud and its ecosystem. **“You can list everything on Sellercloud. You can have Skustack**

After Sellercloud

Sellercloud enabled Powered by Fulfillment to find a custom solution for every customer they work with, enabling

help you with your order and inventory management.” He elaborates that

picklists are automatically generated through scheduled tasks in Sellercloud, and pickers then use Skustack to pick products; once all the products are ready, sorters use Skublox’s pick-to-light functionality to prepare orders, and at the very end, orders are processed for [shipping](#) with Shipbridge.

them to grow and take on more clients. Lee comments that they wouldn’t be able to do that with other [e-commerce](#)

[solutions](#), as many don’t offer that level of customization (if they even offer it at all). Lee also notes that Sellercloud helped them implement their custom requirements every step of the way. **“We wouldn’t have been able to grow as much as we wanted to,”** said Lee.

Powered by Fulfillment is also more than pleased with the assistance they have received from Sellercloud’s [customer support](#). **“The support for Sellercloud is amazing,”** said Lee, adding that whenever he sends an email, they’ll have a solution within two or three emails. Quick solutions

are vital for a business as big as Powered by Fulfillment because they have many orders to process.

Lee is highly optimistic about Powered by Fulfillment’s future with Sellercloud. **“We’re on a fast track to keep expanding,”** he said, seeing it as crucial to continue providing their service and helping their clients grow. Lee finishes by explaining how it’s not just Sellercloud’s array of functionalities that keep them coming back for more but also how Sellercloud always finds a solution to any challenge they may encounter.





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