



We are a 3PL and thanks to Sellercloud, we have grown the capacity of clients that we can manage.

- Joseph Serfaty, Director of Operations, Tobim Management Services

A Sellercloud case study with Tobim Management Services

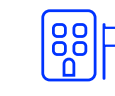
How Sellercloud helped Tobim Management Services solve their inventory issues and grow their 3PL business



Industry
3PL – Third Party
Logistics



Founded
2019



Headquarters:
Miami, FL



Company Size
50 employees

Before Sellercloud



When Tobim Management Services started in 2019, it was just three guys—Director of Operations Joseph Serfaty, Logistics Manager Ronald Dubon, and their accountant. They operated from their office and worked with clients on multiple marketplaces and [Shopify](#) stores.

Business was good, and Tobim Management grew fast. Soon they moved

The challenge

Tobim Management's explosive growth was hard to keep up with. Dubon tells us how they work with many different kinds of products and marketplaces, and keeping track of inventory across them all was hard. **"When I first started here, it was difficult,"** said Dubon.

They were unprepared for [inventory management](#) on this scale. For example,



out of their three-person office into a 1,300 sq ft warehouse and started hiring people. They even set up a team overseas to handle the company's [POs \(Purchase Orders\)](#) at night to save time.

Serfaty remembers how they used to manually screen all their labels at once and then go around the warehouse with a big pack of labels to match labels to products. It was exhausting, time-consuming, and not remotely efficient.

Tobim Management also realized they needed a solution to help improve [shipping](#) and [order management](#)

efficiency. Furthermore, with a primarily Spanish-speaking workforce, finding a solution to work around the language barrier and prevent misunderstanding and errors was important.

Serfaty knew they had to find a [3PL software solution](#) to simplify their processes. **"We weren't organized, the whole business wasn't organized,"** said Serfaty. If they didn't get their inventory management operations in line, they

The solution

Tobim Management Services carefully considered the different 3PL solutions on the market before committing to a decision. From their observations, one critical feature was [customization](#). It was not something most solutions offered, but Tobim Management knew they needed it. **"We were looking at the other competitors, but they didn't have the ability to customize to our needs,"** explained Serfaty. It quickly became clear only one solution could meet their needs—Sellercloud. **"Based on research, Sellercloud was the way to go,"** said Dubon.



wouldn't stand a chance of survival in the long term.

Sellercloud completely transformed how Tobim Management handled its inventory, giving them a process and all the tools, features, and visibility they needed. **"We were working blind before Sellercloud, and now it's a completely different story because we have inventory management,"** said Serfaty, who also noted how it impacted their ability to grow because now they had control over the business.

Sellercloud's user-friendliness also meant it was highly accessible to everyone at Tobim Management. **"It's very easy for**



anybody to use it,” said Serfaty, adding how easy it is to find whatever they need through the search bar. Dubon agrees, saying he feels it’s better for employees as **“It leaves less margin of error,”** which means fewer issues to solve later. Another significant improvement to Tobim Management’s inventory management came from adopting Skustack, Sellercloud’s [WMS \(Warehouse Management System\)](#). Serfaty explains how Skustack gives you an exact idea of where your inventory is in the warehouse. **“Our employees know exactly where to look for the products,”** he says. Using Skustack meant that Tobim Management could now use picklists and no longer needed to wander around the warehouse matching labels to products. Skustack also meant they could avoid losing inventory, and the fact that it worked in Spanish was a huge plus for their workforce.

Together, Sellercloud and Skustack make a killing team. **“I use Sellercloud and Skustack for everything. Inventory, ordering, shipping, handling the workflow within the warehouse, and as well as keeping track over the employees are at all times,”** said Dubon.

Skustack’s Skustack Lens features also gave Tobim Management much more control over their warehouse and inventory. **“Skustack Lens helps me oversee our employees and see what exactly they’re doing and how fast,”** said Serfaty. It allows Tobim Management to see what time of day things are getting slower or if they face any workflow problems they can fix immediately. Lastly, Tobim Management couldn’t help but also praise Shipbridge, the shipping tool that comes free with a Sellercloud subscription.



After Sellercloud

Tobim Management experienced a level of growth with Sellercloud that they hadn’t been able to achieve before. Serfaty explains how Sellercloud has enabled them to grow in inventory and revenue and has made every aspect of their work easier. **“Thanks to Sellercloud, we have grown the capacity of clients that we could manage,”** he said, as they can now handle more storage. Tobim Management now employs 50 people in a warehouse of 20,000 sq ft, and they’re already looking to expand to their next location.

Both Serfaty and Dubon have been greatly impressed with the [support](#) they have received from Sellercloud. **“Sellercloud pretty much has one of the best support teams that I’ve met. Whether it’s my account manager or my implementation specialist,”** praised Dubon. “They’re always very helpful and very easy to contact,” adds Serfaty. Now Tobim Management Services can’t imagine working without Sellercloud and Skustack. “It would be pretty difficult to do my job,” summarizes Dubon. Serfaty tells us how the company started six



years ago, but the most growth they have seen has been with Sellercloud in the last year. **“Sellercloud will help us grow much more in the future,”** he adds. Dubon acknowledges that without a solution as robust as Sellercloud, a bustling 3PL will not survive. **“I’ve seen it firsthand, especially with the amount of companies that we manage, you need software,”** he said.

Dubon finishes with a recommendation: **“If you’re a logistics manager, in the same position and in the same industry that I am in, I believe the Sellercloud and Skustack are really helpful tools.”**



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