DESCARTES™

How Descartes Sellercloud enabled Jem Global to centralize operations across 35+ marketplaces

Jem Global evolved from a wholesale-focused business into a multi-entity organization spanning multiple product categories across the digital lifestyle accessory market. Early on, the company had systems in place to support traditional business needs, but those tools were not designed for ecommerce scale. "Prior to Descartes Sellercloud we had an ERP system. When we started with Sage about nine years ago, we were not so strong online," said Albert Alboucai, President of Jem Global.

As ecommerce demand increased, Jem Global expanded rapidly across consumer marketplaces while maintaining a wide product catalog and multiple brands. Over time, the operation evolved into a high-volume, multi-platform ecommerce business handling thousands of SKUs. Managing that scale required overseeing an extensive assortment, as Ecommerce Director Moses Chemtob explained: "We have a vast number of brands, over 3,000 SKUs."

> "Since Descartes Sellercloud, our business really increased 5x every year."
>
> **Moses Chemtob**
>
> Ecommerce Director, Jem Global

Company Profile
Jem Global

Descartes Solution
Descartes Sellercloud™

About the Client
JEM Global specializes in the manufacturing and sales of digital lifestyle accessories and consumer categories including power cables, lighting, smart home appliances, mobile accessories, car accessories, and personal care items. They are recognized as a leading global supplier to some of the world's largest retailers, big box distributors, and electronics chains.

For more information, please visit
https://jemglobal.com/

Quick Overview

Challenge
Scaling Multichannel Ecommerce Without the Inventory Control to Support It

Solution
Centralizing 35+ Marketplaces with a Single, Scalable Ecommerce Platform

Results
- 5x Annual Growth
- 4+ Hours Daily Saved
- 50K Orders Fulfilled in 24 Hours
- 35+ Marketplaces, No New Hires Needed

READ THE FULL STORY →

Challenge: Scaling Multichannel Ecommerce Without the Systems to Support It

As Jem Global expanded its ecommerce footprint, operating accurately across dozens of marketplaces became increasingly difficult. Inventory control, order processing, and tracking updates were largely manual, creating complexity as order volumes continued to grow.

Managing inventory across more than 35 platforms introduced constant risk. Alboucai explained the challenge clearly: "Once you are covering a lot of different platforms, like we do over 35 platforms, it's not easy to handle inventory across all these platforms and fulfill and not have issues."

For the ecommerce operations team, the prior system required ongoing manual oversight, particularly to meet tracking and marketplace compliance requirements. This constant monitoring reduced productivity and limited growth. "Prior to Sellercloud, it was draining. It was very manual. I wasn't able to do as much as I wanted. We really did hit the ceiling. We didn't have much more room to grow," said Miguel Tome, Ecommerce Specialist at Jem Global.

Finally, ER2 needed a partner who aligned with its continuous improvement mindset. "It's important for us as a company with a core value of continuous improvement to find partners who are like minded."

Solution: Centralizing 35+ Marketplaces with a Single Scalable Platform

Jem Global addressed these challenges by selecting Descartes Sellercloud after evaluating multiple ecommerce platforms. Peer recommendations and the need for a system capable of managing multichannel operations at scale guided the decision. "We did our homework, we shopped around, we had a lot of good references that Sellercloud is the best software, so we tried it," said Alboucai.

With Descartes Sellercloud, Jem Global centralized marketplace operations and gained stronger control over inventory, pricing, and fulfillment in one system. Alboucai highlighted the impact of unifying warehouse and marketplace workflows: "The WMS, being able to ship, to manage the pricing and the inventory across all 35 different platforms, all of that became a lot easier with Sellercloud."

Automation replaced manual processes, creating a single system of record across all ecommerce channels. "Now with Sellercloud, everything is automated," said Tome. This foundation strengthened inventory control while supporting Jem Global's continued growth at scale.

Results:

Sustained 5x Annual Growth
With Descartes Sellercloud supporting its ecommerce operations, Jem Global achieved consistent, year-over-year growth while expanding across multiple sales channels.

Saved 4+ Hours Daily
Automation reduced daily manual processing by more than four hours, allowing teams to shift focus from repetitive tasks to higher-value operational and growth initiatives.

50K Orders Fulfilled in 24 Hours
Jem Global successfully executed major fulfillment events, processing up to 50,000 orders in a single day without delays or disruptions.

Expanded to 35+ Marketplaces
With a centralized system in place, Jem Global grew across 35+ ecommerce platforms without adding headcount or sacrificing inventory accuracy and fulfillment reliability.

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