

# How Sterling Forever Scaled Order Volume and Improved Inventory Accuracy

## STERLING FOREVER

Sterling Forever is a jewelry ecommerce company operating across wholesale, direct-to-consumer, and dropship channels with major retailers. The company manages a large and growing catalog of fashion jewelry products across multiple sales channels.

“Before Sellercloud, we used a different order and inventory management system. The inventory accuracy was not nearly as strong as it is with Sellercloud, and our old system didn't have very robust reporting.”

**Alex Boellner**

Head of Operations & IT, Sterling Forever

**Company Profile**

Sterling Forever

**Descartes Solution**

Descartes Sellercloud™

**About the Client**

Sterling Forever operates across wholesale, direct-to-consumer, and dropship channels with major retailers. The company manages a rapidly expanding catalog of fashion jewelry and relies on efficient inventory and order management to support growth.

For more information, please visit

[www.sterlingforever.com](http://www.sterlingforever.com)

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### Quick Overview

**Challenge**

Scaling order volume and SKU growth without reliable inventory accuracy or profitability visibility .

**Solution**

Centralizing orders, inventory, and reporting in a flexible, customizable ecommerce platform

**Results**

- Up to 80% reduction in order issues
- Scaled monthly order volume
- 15,000+ SKUs managed
- Improved profitability control

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## Challenge: Limited inventory accuracy as order volume grew

As Sterling Forever expanded, its previous order and inventory management system could not keep up. Inventory accuracy was inconsistent, reporting lacked depth, and the team had limited visibility into profitability by SKU and channel.

Order issues were frequent, with 10 to 15 orders per day impacted by stock discrepancies, unknown SKUs, or fulfillment delays. At the same time, order volume and SKU count were growing rapidly, increasing operational complexity.

## Solution: Flexible, Data-Driven Ecommerce Operations

Sterling Forever implemented Descartes Sellercloud to centralize and customize its ecommerce operations. The platform provided a single system of record for orders, inventory, and reporting, along with the flexibility to adapt workflows to the company's needs.

"In ecommerce, no two companies are the same. Many software solutions have a one-size-fits-all solution, where their software does this process this way. With Sellercloud, you have the ability to change almost every step of the process," said Boellner.

The platform delivered immediate visibility into operations and profitability. Automation and reporting tools enabled the team to filter, track, and manage operations at a granular level.

## Results:



### Up to 80% Reduction in Order Issues

Order issues dropped from 10–15 per day to significantly fewer after implementing Descartes Sellercloud.



### Scaled Monthly Order Volume

Order volume increased from a few hundred orders per month to several thousand.



### 15,000+ SKUs Managed

Sterling Forever expanded its product catalog while maintaining strong inventory control.



### Improved Profitability Control

Orders that do not meet profitability requirements are automatically flagged for review.