

Growing Beyond Amazon with Descartes Sellercloud



Brand Name Lighting is a family-owned ecommerce retailer specializing in electrical supplies and lighting products. Founded in 2019, the company built its reputation through exceptional customer service and strong fulfillment performance while selling on Amazon. As the business expanded, the company wanted to diversify beyond a single marketplace and grow its ecommerce presence. To support this expansion, Brand Name Lighting implemented Descartes Sellercloud™.

“Sellercloud has enabled us to have the confidence to grow without being concerned about running out of inventory or not having the right products on the floor.”

Moses Knopfler

Partner, Brand Name Lighting

Company Profile

Brand Name Lighting

Descartes Solution

Descartes Sellercloud™

About the Client

Brand Name Lighting is a family-owned retailer of electrical supplies, lighting products, and contractor materials sold through Amazon, Walmart, eBay, and ecommerce websites.

For more information, please visit brandnamelighting.com.

Quick Overview

Challenge

Managing inventory across multiple sales channels while maintaining inventory accuracy and preventing overselling.

Solution

Centralized inventory, purchasing, forecasting, fulfillment, and marketplace operations using Descartes Sellercloud.

Results

- 100% Growth in Amazon Orders
- Expanded Beyond Amazon
- Improved Inventory Visibility
- Faster Purchasing & Replenishment

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Challenge: Expanding Across Multiple Channels

As Brand Name Lighting expanded beyond Amazon, inventory management became increasingly complex. The team needed visibility across warehouses, Amazon FBA inventory, supplier feeds, and multiple sales channels while maintaining product availability and preventing overselling.

"Before working with Sellercloud, we sold only on Amazon and we were having challenges to add other marketplaces," explains Moses Knopfler.

Inventory planning, replenishment, and purchasing also required significant manual effort, limiting the team's ability to focus on growth opportunities..

Solution: Centralizing Ecommerce Operations

Brand Name Lighting implemented Descartes Sellercloud as its centralized ecommerce operations platform. Purchasing, inventory, fulfillment, reporting, and marketplace management are now managed from a single system.

"We use Sellercloud for everything in one place," says Knopfler.

Sellercloud provides visibility across inventory locations and fulfillment channels while helping prevent overselling through inventory controls and FBA inventory allocation. Reporting, forecasting, and predictive purchasing tools simplify replenishment planning and improve operational efficiency.

Sellercloud also enabled Brand Name Lighting to launch additional ecommerce websites and expand marketplace sales beyond Amazon.

Results:



100% Growth in Amazon Orders

Within three months, Brand Name Lighting doubled its Amazon order volume and achieved its growth objective.



Expanded Beyond Amazon

The company launched additional ecommerce websites and expanded sales across Walmart, eBay, and other channels.



Improved Inventory Visibility

Centralized inventory management improved visibility across warehouses, supplier feeds, and fulfillment channels.



Faster Purchasing & Replenishment

Predictive purchasing and reporting reduced manual planning and improved inventory replenishment decisions.