In 2020, due to the effects of the COVID-19 pandemic, growth in digital commerce market share has leaped ahead by 3-5 years, in a few months.

The buying habits of customers are not likely to go back to what they were pre-COVID. The convenience and safety of online is here to stay.

Much of the growth is found in marketplace channels where thousands of sellers and millions of products can be found.

Your investment portfolio is diversified with more than one stock. And your distribution business does not fully depend on sales to a single class of customers.

**Digital commerce is an important business pillar to diversify your sales mix.** The added sales volume can earn added margin points on all your sales and justify and turn a broader inventory assortment, which leads to further sales increases.

**Fulfillment Master** from **GCommerce** is the Commerce Bridge between your distribution ERP and the unlimited sales potential of the digital commerce channel.

**Fulfillment Master** is a complete e-commerce and shipping management solution with integrations to other GCommerce solutions.
Fulfillment Master has the EDI and API plug-ins to connect with leading marketplaces and online retailers. Fulfillment Master automates ecommerce orders, shipping management and fulfillment, and electronic document exchange.

The integration of the Virtual Inventory Cloud (VIC) with Fulfillment Master allows sellers to list ALL of the inventory available from drop ship suppliers as well as what they have in inventory – this leads to proven sales history on long-tail items as well as new products.

Learn more about how Fulfillment Master can fulfill your Digital Commerce strategy

www.gcommerceinc.com/our-services/fulfillment-master

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