



3 min read

Cosmic Pet Saves Over 50+ Hours a Week

FeedStation bridges the gap between Amazon data and on-premise ERPs for multi-brand company.



Executive Summary

Company: Cosmic Pet

Established: 1992

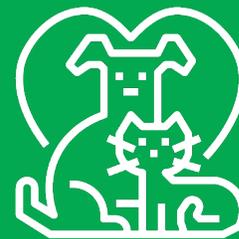
Product: Innovative Pet Toys & Accessories

Industry: B2B Retail

Challenge: Multiple Systems Unable to Securely Communicate With Amazon

Success: Saved Over 50+ Hours Per Week Per Brand

Specializing in customer-grade pet products, CosmicPet has a worldwide presence experiencing hyper-growth after acquiring several pet brands. Unfortunately, acquisitional expansion created a number of challenges for its eCommerce operations—a challenge only FeedStation could solve.



Cosmic Pet's Merger Creates Amazon Issues

While Cosmic Pet's acquisitions quickly showed signs of growth, they also acquired an unprecedented amount of technological baggage. Left with multiple ERPs that required an on-site firewall, CosmicPet now owned systems unable to communicate securely with Amazon.

After speaking with Amazon, CosmicPet was told that unless they compromised this safeguard, their ERPs would cease to communicate critical data with Amazon.

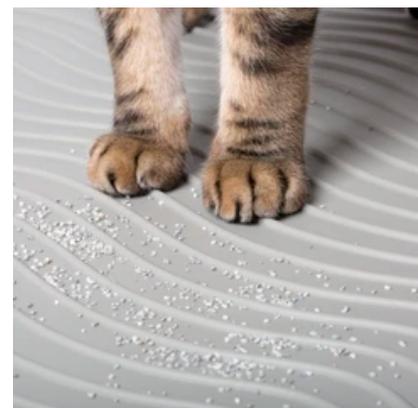
In turn, CosmicPet was forced to rely on manual data entry. Order data was taken from Amazon and manually entered into their ERPs. Then, data from the ERPs would be manually placed back into Amazon. Not only did this create a lag between purchase and data entry, but it also drained 50+ hours per week for each brand.

FeedStation Bridges the Gap between On-Premise ERPs and Amazon

After Amazon recommended FeedStation for the project, the FeedStation team implemented a solution to bridge the gap between Cosmic Pet's onsite ERPs and Amazon data—FeedStation's On-Site Intelligence, an application that can be remotely controlled by FeedStation and can sit securely behind a firewall.

"Manual data processing was crippling for our most popular brands., and there didn't seem to be a solution to our ERP issue. Once Amazon introduced us to FeedStation, everything changed!"

- Cosmic Pet



www.feedstation.net



FeedStation Bridges the Gap between On-Premise ERPs and Amazon

Thanks to Feed Station's Onsite Intelligence communicating with its on-premise ERPs and FeedStation itself, CosmicPet was able to eliminate manual data entry.

"CosmicPet was in a tough situation," explains Michael Linnane, CEO of FeedStation. "Bypassing the firewall protection meant compromising CosmicPet's security. But continuing to use manual data entry meant risking human error and increasing inefficiencies. FeedStation's On-Site Intelligence transformed a no-win situation into a win-win outcome, enabling productivity while maintaining the integrity of CosmicPet's firewall protection."

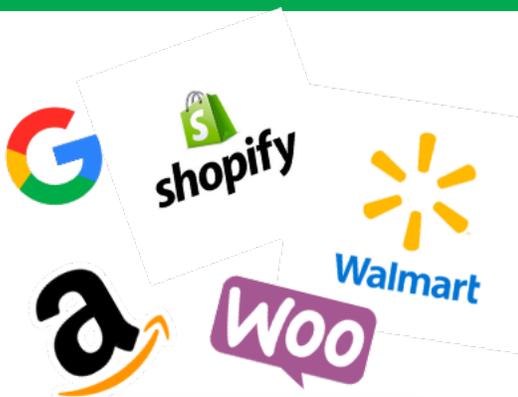
"With FeedStation's On-Site Intelligence, it doesn't matter if an acquired brand uses an on-premise ERP system or a cloud-based one. Our solution means CosmicPet can enjoy efficiency without compromising security."

- Lauren McCullough, FeedStation Director of Operations

CosmicPet's Operational Efficiency Soars

With a significant reduction in manual activities, CosmicPet began to save over 50 hours per week per brand.

"This is a huge win for our client," notes Lauren McCullough, FeedStation's Director of Operations, "With FeedStation's On-Site Intelligence, it doesn't matter if an acquired brand uses an on-premise ERP system or a cloud-based one. Our solution means CosmicPet can enjoy efficiency without compromising security."



Type	Enabled
Amazon MWS	<input checked="" type="checkbox"/>
Fishbowl	<input checked="" type="checkbox"/>
Fishbowl	<input type="checkbox"/>
Shopify	<input checked="" type="checkbox"/>
Shopify	<input checked="" type="checkbox"/>

Spend less time on manual data entry. Spend more time expanding your ecommerce footprint.

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