

COGdigital^o

3PL API SHOPIFY INTEGRATIONS

Case Study – DVNT



DISCOVER



THE COG DIGITAL APPROACH TO 3PL API SHOPIFY INTEGRATIONS



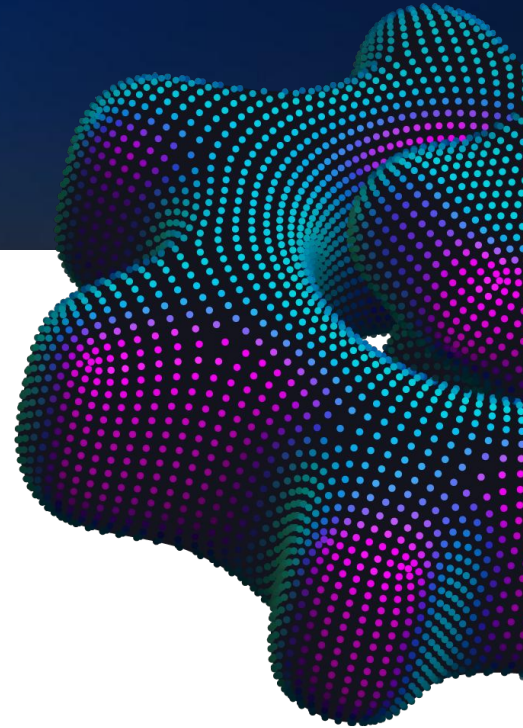
DVNT

This document will introduce you to one of the COG Branding Shopify eCommerce projects and 3PL (3rd Party Logistics) Software Integrations as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

START!





WHAT WE KNEW FROM THE START

We knew that DVNT needed a trusted professional Australian website development team to develop and manage their Shopify eCommerce platform, and ensure the primary digital assets performed for logistics and inventory management.

We also knew that the DVNT brand needed a Web Development agency that is affordable, communicates clearly, and understands the Shopify platform and how to integrate 3rd Party Logistics and inventory management API's.

The brief from DVNT to COG Branding went much deeper than building a simple website. The business includes local, national and global logistics and warehousing of imported products, plus a global wholesale and retail network. So, the digital solutions needed to consider API's, FTP's, SEO, SEM and 3PL's.

Plus, their business wanted a team of digital experts to offer solutions for better performance in Google, UX, and solve 3rd party plugin optimisations.



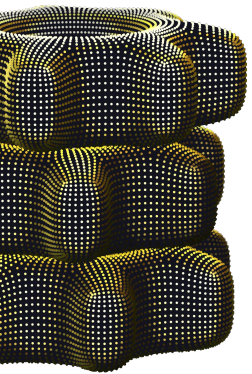
ABOUT THE CLIENT

Emerging from the intersection of music, art and skating out of Melbourne, Australia, DVNT creates streetwear staples with a subversive edge. With a drive to fight against the norm and embrace the counter, the DVNT collection garners a rebellious attitude with their branded tees and accessories, capturing the spirit of collective action against the rest.

Utilising pure cotton across their extended t-shirt ranges, the DVNT name makes an everlasting impression on wardrobe and wearer, redefining the benchmark for quality in both ethos and practice.

With an unrestricted attitude reflected in their endless artistic iterations of a 4-lettered logo, the DVNT style applies to the individuality of your own, making it the perfect collection to pair with whatever you had in the wardrobe already.

With bold, emblematic motifs in contrast to minimal linear logo designs across multiple colourways, a streetwise dive into the DVNT realm promises a statement and/or staple delivery of apparel and accessories to your everyday edit. Mix and match a patch logo snapback with a long sleeve graphic tee, or pair a box logo design with a serif script logo. Creative rebellion drives DVNT, so let DVNT drive your style wilder.



FROM THE CLIENT

Doug Hainstock, Owner at DVNT Australia says that “*COG Branding were a clear partner for DVNT, after searching the East Coast of Australia for the right digital partnership, COG Branding made it clear they understood our business model, eCommerce and counter culture branding*”. The COG Branding team is youthful and the brand positioning resonated with the COG team. Doug also added “*It’s great to have a digital agency that have both technical experience and skills, but also know the word on the street and what is on trend*”.

- [Doug Hainstock](#)
Owner





THE KEY COG DIGITAL SOFTWARE & TECHNOLOGY IN THIS PROJECT.

Shopify

[Shopify](#) Inc. is a Canadian multinational e-commerce company headquartered in Ottawa, Ontario. A proprietary ecommerce platform for online stores and retail point-of-sale systems.

With Shopify, merchants can build and customize an online store and sell in multiple places, including web, mobile, in person, brick-and-mortar locations, and pop-up shops and across multiple channels from social media to online marketplaces.

Cin7

[Cin7](#) is a software-as-a-service (SaaS) company headquartered in Auckland, with offices in Denver, Colorado. Cin7's cloud-based inventory management solution helps multichannel retail and wholesale brands grow their business and scale to international markets. With real-time visibility, extensive integration, automation and reporting for efficient inventory control across the supply chain, Cin7 stands for "Connected Inventory."

Seko Logistics

[SEKO](#) provides complete Supply Chain Solutions, specializing in ecommerce solutions, transportation, logistics, forwarding and warehousing. An innovative and flexible provider of first class logistics solutions. With more than 150 offices in over 40 countries, SEKO combines global outreach with local expertise.

3PL Central

[3PL Central](#) (an Extensiv company) is the leader in WMS solutions built by 3PLs for 3PLs. They helps 3PLs evolve their businesses with cloud-based WMS solutions so they can serve customers better, operate more efficiently and grow faster.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain – COG Branding will ensure the project journey is rich in communication and accuracy.

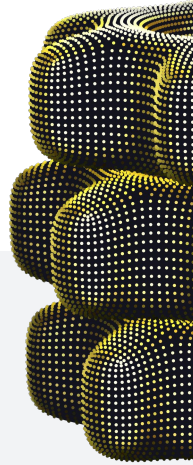
All projects have challenges and people rely on COG Branding for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations. So during production and aftercare we're on the same page.

- **Integrating numerous 3rd party softwares**
- **API Conflicts and Optimizations**
- **Multiple 3PL locations**
- **Cost Scaling and Management**



BRIEF SUMMARY



DVNT approached COG Branding with a brief to deliver the eCommerce responsive website and development which included the integration and management of 3PL shipping and logistic API's for the global fashion brand; sold on shopping websites like [The Iconic](#).

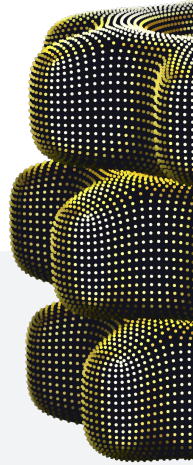
The brief from DVNT to COG went much deeper than building a simple website. The business includes local, national and global logistics and warehousing of imported products, plus a global wholesale and retail network. So, the digital solutions needed to consider API's, FTP's, SEO, SEM and 3PL's.

With global wholesale distribution networks and offshore manufacturing and warehousing the entire business would needed a tailored digital platform to manage remote activities that included inventory stock control, international logistics and shipping, right through to front-end website eCommerce sales.

Our job was to ensure DVNT were set up for as little disruption to their BAU as possible. Integrating inventory management software for the DVNT ecommerce business successfully needed to include a robust strategy and precise planning.



SOLUTIONS SUMMARY



The approach focused on choosing and connecting of the most appropriate third party softwares that could be integrated with Shopify.

The goal was to build digital assets that would enable the DVNT brand to scale up and support the delivery of any volume of products achievable both domestically and internationally.

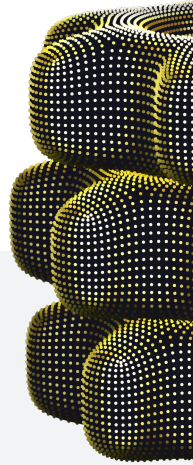
The COG Branding skill is in selecting the most appropriate technology for our clients, more often than it's to allow the business to scale up sales volumes with a robust eCommerce infrastructure. With Shopify being a cloud-hosted proprietary CMS platform, all third party plugins and extensions needed to be compatible.

Some of the Shopify eCommerce CMS integrations included Cin7, Seko Logistics, Google, MailChimp, Ebay and Amazon.

The brief included a Service Level Agreement which included version control and API aftercare. And also managing the third party extensions required by the brand to perform at a premium included Google Shopping, Google Dynamic Remarketing, Facebook Marketplace, Facebook Remarketing, Email Marketing, Cart Abandonment, Gift Cards and product cart discounts and shipping discounts.



RESULTS SUMMARY

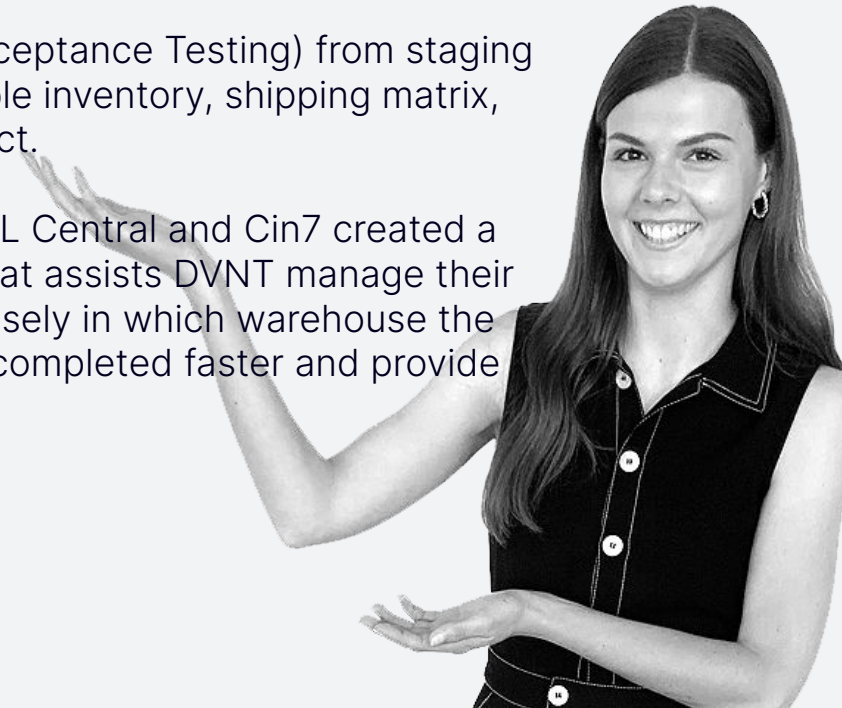


A live, functional, managed and supported fully integrated global eCommerce business. DVNT successfully integrated the 3PL ecosystem and related softwares for inventory and logistics management.

The project included managing data feeds, stock management and inventory control from existing warehouse management into the Shopify eCommerce platform and ready for customers to purchase from a single stock listing that was shared with wholesalers.

The software integration project included UAT (User Acceptance Testing) from staging environment and content migration including configurable inventory, shipping matrix, bundle buys as part of the inventory management project.

A successful Shopify software integration with Seko, 3PL Central and Cin7 created a powerful international inventory management system that assists DVNT manage their entire product catalogue in the cloud, and to know precisely in which warehouse the product is located, and also enabling stock takes to be completed faster and provide full visibility into stock costs.





**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

(02) 9523 6007

Enquiries@COGbranding.com.au

BECOME A COG CLIENT TODAY. ACHIEVE GROWTH AND SUCCESS WITH A RELIABLE PARTNER.



Phone: +612 9523 6007
Email: Enquiries@COGbranding.com.au
Address: 8A Cronulla St, Cronulla 2230 NSW AU
www.COGbranding.com.au

COG branding[®]

www.COGbranding.com.au

Enquiries@COGbranding.com.au

+612 9523 6007.

8A Cronulla St, Cronulla 2230 NSW Australia



COGprint[®]
COGdigital[®]
COGdesign[®]
COGpromo[®]
COGstrategy[®]