

# Antimicrobial Therapy, Inc.

Antimicrobial Therapy Processes  
Amazon Orders 50% Faster  
with TrueCommerce Nexternal  
eCommerce Integration



## OBJECTIVE

- ▶ Eliminate the need to manage orders separately in Amazon Seller Central and manually rekey Amazon order data into other systems

## SOLUTION

- ▶ Take advantage of TrueCommerce's built-in Amazon integration to synchronize the bidirectional flow of order and inventory data between Amazon and the TrueCommerce Nexternal eCommerce order management system

## BENEFITS

**More Connected. More Supported.  
More Prepared for What's Next.**

- ▶ Reduces Amazon order processing time by approximately 50%
- ▶ Fully automates two-way data flow between Amazon Seller Central and TrueCommerce Nexternal eCommerce
- ▶ Full control over rapidly growing Amazon order volume and dramatic demand spikes

## BACKGROUND

Antimicrobial Therapy, Inc. publishes The Sanford Guides, "the most trusted name in the treatment of infectious diseases" since 1969. Used in over 100 countries by more than 3,100 hospitals and clinics, this vital medical guidance is accessible not only in traditional print formats, but also through mobile app subscriptions for iOS, Android and Windows 10, as well as in web editions.

Antimicrobial Therapy has been a TrueCommerce Nexternal customer since the publisher first launched its online storefront about ten years ago. TrueCommerce Nexternal makes it easy and cost-effective to create and maintain an attractive, customer-friendly branded storefront, with support for digital products, B2B ordering, bulk orders, automated notifications, and much more.

One of TrueCommerce's key strengths is its built-in integrations with an extensive range of third-party solution providers, including many popular shipping systems. For example, Antimicrobial Therapy leverages TrueCommerce Nexternal's longstanding integration with Endicia Label Server to print USPS labels with postage directly from the TrueCommerce Nexternal Order Management System (OMS).

### BEING MORE CONNECTED REDUCES PROCESSING TIME BY 50%

Antimicrobial Therapy began selling on Amazon.com in December 2018. After processing orders manually for a short time, they quickly took advantage of TrueCommerce's robust, built-in Amazon integration to streamline the process. Orders placed on Amazon now flow automatically into the publisher's TrueCommerce Nexternal OMS.

The TrueCommerce Amazon integration makes it much easier to manage the fast-growing volume of Amazon orders. After just a few weeks it exceeded the order volume from the publisher's online store by a factor of three to one.

According to Kate Wehri, prior to implementing the TrueCommerce Amazon integration, "We had to manually enter the Amazon order data into the Endicia Label Server and then print out shipping labels from there." The staff also had to manually enter Amazon order data into QuickBooks Desktop.

Ms. Wehri estimates that the processing time for Amazon orders went down by about 50% thanks to the TrueCommerce Amazon integration.

### MORE PREPARED FOR MASSIVE DEMAND SPIKES

Antimicrobial Therapy averages about 40 to 60 Amazon orders on a typical day. But when a new annual version of one of their best-selling guides is released, order volume spikes by an order of magnitude—to 800 or more orders per day—and remains extremely high for several weeks.

"The TrueCommerce Nexternal and Amazon integration is sure to help us significantly," says Ms. Wehri.

### MORE SUPPORTED WITH QUICK RESPONSE TIMES

TrueCommerce's customer support structure made the Amazon integration project easier.

"Our support rep has been very responsive and has often helped us work through solutions," Ms. Wehri notes. "The recent integration with Amazon went very smoothly and was basically seamless. I would recommend TrueCommerce Nexternal to other companies, especially those selling on Amazon."

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"The recent integration with Amazon went very smoothly and was basically seamless."

**Kate Wehri**  
Customer Service and Order Fulfillment,  
Antimicrobial Therapy

### ABOUT TRUECOMMERCE

TrueCommerce is the most complete way to integrate your business across the supply chain, integrating everything from EDI to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system and to whatever comes next. That's why thousands of companies across various industries rely on us.

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