



Growth Guide:

Shopify + Deposco: Unified Commerce Excellence and Fulfillment Mastery Combined

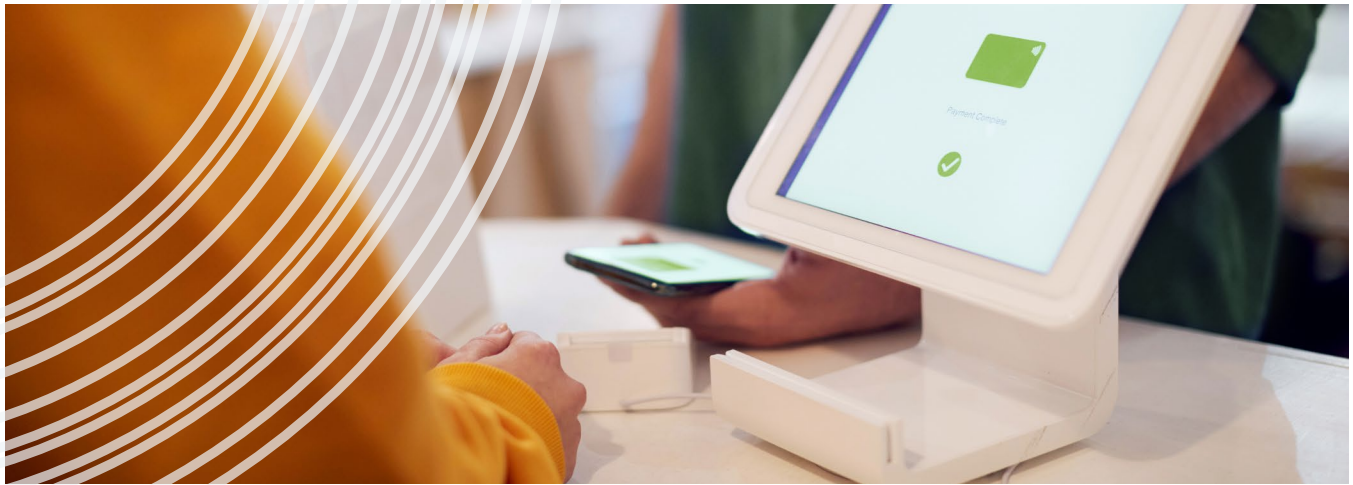


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In today's rapidly evolving retail landscape, mid-market retailers face unprecedented challenges. **70% of retailers have implemented, or plan to implement a unified commerce platform**, yet most struggle with the operational complexity of actually delivering on unified commerce promises. Physical retail still commands **80% of total retail sales**, but today's consumers demand seamless experiences that flow from in-store to online and everywhere in between.

The Perfect Partnership: Unified Commerce Meets Operational Excellence

Forward-thinking mid-market retailers are recognizing that success requires a strategic pairing of systems:

- **Shopify as the unified commerce foundation** - delivering seamless customer experiences across all touchpoints and centralizing retail operations
- **Deposco as the specialized fulfillment engine** - providing the advanced warehouse and order management capabilities needed for modern omnichannel execution

This complementary approach creates a comprehensive ecosystem where each platform excels in its specialized domain while sharing data seamlessly to deliver the unified commerce experiences your customers demand.

The Stakes Are High: While 87% of retail executives agree that unified commerce is essential, only 25% are satisfied with their current omnichannel strategy. The winners in today's market are orchestrating seamless customer experiences with AI-powered fulfillment precision, no matter the selling channel.

Why Leading Mid-Market Retailers Choose Shopify + Deposco Together

Successful mid-market retailers are leveraging both systems to create a complete unified commerce foundation:

1. Complement Shopify

- ✓ Keep Shopify as your unified commerce platform of record
- ✓ Add Deposco's specialized warehouse and order management capabilities for operational excellence
- ✓ Maintain bi-directional data synchronization between both systems
- ✓ Preserve your Shopify investment while enhancing fulfillment capabilities

With this approach, retail leaders maintain complete unified commerce control and customer experience excellence while operations teams gain specialized capabilities needed to keep up with rapidly evolving supply chain challenges.

2. Create a Fully Integrated Environment

- ✓ Shopify POS and ecommerce remains your unified commerce foundation
- ✓ Deposco connects your broader fulfillment ecosystem:
 - Advanced warehouse management system (WMS)
 - Intelligent order management system (OMS)
 - 3PL network integration
 - Carrier and shipping optimization
 - Real-time inventory orchestration

The Shopify + Deposco partnership eliminates operational silos while maintaining the integrity of both customer experience and fulfillment data. The seamless ecosystem ensures unified commerce promises are delivered with operational excellence, whether online, in store or anywhere in between. This eliminates the fundamental limitations that have plagued retail for years. Turn in-store customer blind spots into complete visibility through ecommerce tie-ins, replace cumbersome customizations with fluid adaptability, and transform basic sales reporting into actionable cross-channel customer behavior insights that legacy POS solutions could never achieve alone.

3. Complementary Capabilities

Shopify Excels At:

- ✓ Unified customer profiles across all channels
- ✓ Omnichannel experience (BOPIS, endless aisle, cross-channel returns)
- ✓ Centralized retail operations and staff management
- ✓ Seamless customer experiences and loyalty programs
- ✓ Multi-channel sales and marketing

Deposco Enhances With:

- ✓ Perfect order fulfillment with 99%+ accuracy across all channels, leading to unparalleled customer satisfaction
- ✓ Full omnichannel control (seamless execution and visibility)
- ✓ Intelligent order routing with AI-powered optimization
- ✓ Real-time inventory orchestration across all locations
- ✓ Split order management across multiple fulfillment centers
- ✓ High-volume warehouse automation and accuracy

Together, these two systems deliver comprehensive, unified commerce experiences and fulfillment capabilities that neither could provide alone.



Real-World Success: The Power of Shopify + Deposco Together



Psycho Bunny's Omnichannel Transformation

Shopify user Psycho Bunny leveraged Deposco's ship-from-store capabilities across their 60+ retail locations while maintaining their core commerce platform as the foundation for customer experience:

- ✓ **62,000+ orders shipped** from stores in just the first few months after implementation
- ✓ **Reduced order processing time from 2-5 days to under 48 hours** for store fulfillment
- ✓ **20% increase in inventory available to sell online** through unified store network
- ✓ **60% of stores** integrated into their available-to-sell fulfillment network

“I would recommend Deposco because of the real partnership. We work with many vendors, and the difference between them and Deposco is understanding our speed, our needs. We believe Deposco can go as fast as Psycho Bunny and we grow very fast!”

Monica Provenza
Director of Omnichannel & Experience

Psycho  Bunny

Altitude Sports' Decade-Long Growth Partnership

Altitude Sports maintained their Shopify unified commerce approach while adding Deposco's specialized fulfillment capabilities to support their rapid expansion:

- ✓ **60% growth achieved** during peak outdoor activity surge in 2020
- ✓ **20% reduction in fulfillment time** through put-wall implementation
- ✓ **Over 1 million packages shipped** in a single year through Deposco
- ✓ **First-to-market with same-day delivery** in Montreal (2 hours or less)

“Our partnership with Deposco has grown so much over the years. Looking back, it's nice to see where we were at the time and where we are today. It still feels like a great decision and a great partnership.”

Louis Thibault

Senior Director, Operations & Special Projects

altitude  sports

Vinyl Me, Please's Inventory Segmentation Success

Vinyl Me, Please transformed their subscription fulfillment model by implementing intelligent inventory management while maintaining their existing Shopify commerce infrastructure:

- ✓ **3x increase in order output overnight** through optimized fulfillment processes
- ✓ **Nearly one week reduction** in time required to fulfill orders
- ✓ **Eliminated overselling and underselling** through customer-specific inventory pools
- ✓ **Real-time visibility** across all inventory and customer segments

“It was a huge ask to complete our project on a compressed timeline and on budget. Deposco delivered, and they were transparent about meeting every milestone along the way.”

Adam Block

CFO

VMP

Feature's Scaling Success

Feature maintained their existing Shopify systems while implementing Deposco's specialized inventory management to handle their rapid SKU expansion:

- ✓ **52% increase in daily shipments** while maintaining operational efficiency
- ✓ **78% increase in SKUs** managed through the platform (over 98,000 SKUs)
- ✓ **24-48 hour product listing capability** for first-to-market advantage
- ✓ **Eliminated overselling and chargebacks** through accurate inventory syncing

“When you are in the beginning phase, you don't know what you don't know. And once you get into it, you realize that Deposco can do almost anything. Once you realize that, the whole world opens up to what is possible.”

EJ Luera
Co-Founder

FEATURE

Gunner's Foundation for Growth

Gunner implemented Deposco's warehouse management capabilities while keeping their core commerce systems to support direct-to-consumer growth:

- ✓ **Kit-to-order fulfillment** optimized for their custom dog crate assembly
- ✓ **Eliminated order splitting** for complex multi-component products
- ✓ **Instantaneous label generation** for both domestic and international orders
- ✓ **Real-time inventory visibility** across all channels and components

“I am not sure what I will need from a WMS five years from now, but seeing the type of companies that work with Deposco, I am confident that Deposco will outlive my tenure at Gunner.”

Brandon Beasley
VP of Operations



Building Your Complete Unified Commerce Ecosystem

When evaluating how to optimize your technology ecosystem with both Shopify and Deposco, consider these key factors:

1. **Seamless Integration & Experience:** How the platforms share data without disrupting unified commerce experience and how that translates into user experience for your customers and team members
2. **Complementary Capabilities:** How each system enhances unified commerce delivery
3. **Unified Visibility:** How to maintain complete oversight across customer experience and fulfillment
4. **Implementation Approach:** How to add Deposco alongside Shopify (90 days or less)
5. **Growth Journey:** How the combined ecosystem supports your unified commerce scaling plans



The GPS for Growth Approach: Navigating with Both Systems

The most successful mid-market retailers leverage the 1+1=3 value multiplier from Shopify and Deposco to navigate their unified commerce growth journey:

1. **Unified Commerce Foundation:** Shopify providing seamless customer experiences across all touchpoints
2. **Operational Excellence:** Deposco delivering specialized fulfillment and inventory orchestration
3. **Seamless Data Flow:** Bi-directional synchronization, maintaining unified commerce integrity
4. **Unified Analytics:** Combined insights from customer experience and operational data
5. **Scalable Architecture:** Both systems are designed to grow with your unified commerce ambitions

Complementary Systems, Complete Results

The Shopify + Deposco ecosystem brings together the strengths of a world-class unified commerce platform with advanced fulfillment capabilities:

Business Need	Shopify Contribution	Deposco Contribution	Combined Benefit
Customer Experience	Unified profiles, omnichannel features, seamless shopping	Real-time inventory visibility, flexible fulfillment options	Complete unified commerce experience with operational reliability
User Experience	Intuitive UI, Basic omnichannel functions, ease of adoption	Intuitive UI for associates, advanced omnichannel controls to improve CX, ease of adoption	Go beyond the basics and empower your users with the ability to meet the customer's needs on demand
Inventory Management	Multi-channel visibility and allocation	AI-powered orchestration and optimization	Strategic inventory deployment across all touchpoints
Order Processing	Unified order capture across channels	Intelligent routing and split order management	Seamless fulfillment regardless of channel or complexity
Store Operations	Centralized staff management, BOPIS, endless aisle	Inventory automation and accuracy	Complete omnichannel operations with efficiency
Business Intelligence	Customer analytics and unified reporting	Operational metrics and fulfillment insights	Unified business insights across experience and operations
Scalability	Multi-location retail management	Elastic fulfillment capabilities	Synchronized scaling with unified commerce excellence

With specialized expertise, this combined solution creates value greater than the sum of its parts. Rather than forcing a single system to handle all requirements, this approach allows each platform to focus on its core strengths while sharing data seamlessly and creating a unified experience for all.

The Seamless Implementation Approach

Adding Deposco to your existing Shopify environment is designed to be non-disruptive:

- **Phased implementation** that preserves your Shopify unified commerce operations
- **Parallel processing** during transition periods
- **Comprehensive data synchronization** with Shopify
- **Pre-built connectors** that maintain unified commerce integrity
- **Typical go-live timeline** of 90 days or less
- **Dedicated support team** with deep Shopify integration experience

Transform Your Business with the Complete Ecosystem

Deposco empowers Shopify users to create a complete unified commerce ecosystem that delivers:

- **Unified Commerce Excellence:** Shopify's seamless customer experiences across all touchpoints
- **Operational Mastery:** Specialized warehouse and order management capabilities
- **Seamless Integration:** Reliable bi-directional data flow between systems
- **Unified Visibility:** Complete oversight across customer experience and fulfillment
- **Scalable Growth:** Support for your business through every stage of unified commerce expansion

The Shopify + Deposco ecosystem isn't about replacing your trusted unified commerce platform—it's about enhancing it and transforming your fulfillment operations from a cost center into a strategic advantage that enables true unified commerce delivery.

Ready to Complete Your Shopify Ecosystem?

Discover how Deposco can extend your existing Shopify investment. Our experts will guide you through a personalized demonstration of how these complementary systems work together to power faster, easier unified commerce growth at unprecedented margins.

[Request demo](#)

Leading Brands Trust Shopify and Deposco Together

ABOUT DEPOSICO



Deposco's supply chain platform maps out your success, accelerates execution, and navigates your growth journey, driving unparalleled efficiency and cost savings.

Our AI-powered unified platform delivers actionable insights across your entire supply chain—from planning to execution—adapting like a GPS to keep you on the optimal path. With the industry's most extensive collection of pre-built integrations for rapid implementation, we help over 4,000 of the world's fastest-growing retailers, 3PLs, DTC ecommerce businesses, and brands navigate nearly \$50 billion in sales and 165 million consumer orders globally.

Ready to accelerate your AI journey? Contact us to learn how Deposco's unified platform approach can help you achieve faster, more substantial returns on your AI investments.

ABOUT SHOPIFY



Shopify POS eliminates the gaps between retail business and online channels by providing a unified commerce platform that offers seamless customer experiences across all retail touchpoints, and centralized data and operations to provide a single source of truth for retail businesses.

To learn more about how Deposco can support your unified commerce evolution, visit deposco.com.

