

## Infopia Case Study: V-LEDS

V-LEDS is now one of the largest LED bulb retailers in the world. Jake York started the brand in Bellingham, Washington in 2005 after seeing an opportunity to provide better lighting options to the tuner market he's a part of. Through his considerable online selling and product development knowledge, V-LEDS has quickly become the number one seller of LEDs on eBay. The V-LEDS brand has also become well known throughout the larger tuner market online.

V-LEDS' strong position in the eBay and larger online community has been possible because of constant product innovation, deep product selection, and a consistently better shopping experience. As a result, V-LEDS now enjoys 99% positive feedback from over 31,000 buyers on eBay and has Detailed Seller Ratings in excess of 4.7. And while eBay has been an important starting place for V-LEDS, revenues from their website and other selling channels now outpace the revenues realized on eBay.



### The Situation

V-LEDS started out using Selling Manager Pro for eBay and open source software for their website, but the plan was always to move beyond these solutions. Managing inventory in multiple places and trying to consolidate all channel orders became difficult once sales volume took off. Because email came in from many different channels, it became difficult to manage as well. The lack of scalability in these areas was a primary motivator in looking for a dedicated eCommerce platform.

Another factor was the buying experience V-LEDS was able to provide. While the inability to scale business operations definitely affected this, their website's look, feel, and functionality was holding sales back too. They were having problems with shipping rates, checkout errors, and incomplete orders. The cost of outsourcing was also becoming an issue. Because of all this, V-LEDS couldn't increase website revenues the way they wanted to.

Location:	Bellingham, Washington
Website:	www.v-leds.com
Market Segment:	Automotive Accessories
Technology Needs:	Business Process Automation Cross-channel Inventory Management Conversion-optimized Website
What They Have Experienced:	585% increase in online revenue 10 days per month in labor savings 50%+ of revenue now from website

### Finding the Right Solution

Finding and switching to Infopia's eCommerce platform was an easy choice for V-LEDS. Jake had prior eCommerce experience in another industry where he saw Infopia explode sales for an online merchant. This merchant was previously using another eCommerce platform with weak website support. Jake saw Infopia's better integration with Amazon and eBay, as well as superior, integrated websites make a huge difference in that company's ability to sell online.

Seeing what Infopia could do first hand, and knowing that using a different platform would be a step down in terms of their Web presence, V-LEDS chose Infopia's eCommerce platform. That choice proved critical to their ability to scale business operations and grow revenue.

## Reving Up an eCommerce Growth Engine

With Infopia, V-LEDS saw immediate improvements in their ability to manage inventory, fill orders, and field incoming customer communication. They had fewer listing errors because they could automatically limit the inventory allocated to each selling channel. One-click printing for orders helped them streamline fulfillment. In addition, new, centralized customer communication made achieving a high level of service much easier. These and other efficiencies led to a savings of 10 full work days per month, which has given V-LEDS more time to increase order fulfillment capabilities and ramp up business operations.

Beyond these increased operational efficiencies, Infopia was able to provide V-LEDS with professional branding and website development services that enhanced business performance. In a four month period V-LEDS was able to increase revenue by 585%. Once tied solely to the eBay channel, V-LEDS now adds significant monthly website revenue. Their website is tied directly to multi-channel inventory and order management functionality and has advanced merchandising capabilities. With this integrated, more competent, and better branded online presence, V-LEDS has realized over 50% of their online revenues just from their website channel.



### eCommerce Results

- 585% increase in online revenue
- 10 days per month in labor savings
- 50%+ of revenue from website

### WHAT THEY'RE SAYING

“Choosing Infopia for our eCommerce platform was an obvious choice. They’re the only ones with the selling channel integration and enterprise-level websites we needed to be successful. The implementation of our enterprise-level website has been a real turning point for us. We’ve been extremely happy with the increase in revenue, the expanded reach of our brand, and the level of service Infopia has provided.”

~ Jake York, President, Velocity Distributing

## What's Next?

V-LEDS is poised for yet more growth as they continue to innovate, provide a better buying experience, and utilize the right eCommerce technology. They now have the tools to scale online selling efforts and capitalize on things that help them stand out from the competition. As new markets are exposed to LED lighting and V-LEDS opens their planned wholesale channel, growth possibilities will only continue to unfold.

To find out more about how Infopia can grow your online business, call 888.337.6352 or visit [www.infopia.com](http://www.infopia.com).



Infopia provides software and best practices to help merchants grow their online business. From inventory and order management, to expanding sales on websites, comparison shopping engines, and marketplaces like eBay and Amazon, Infopia has the right tools to help increase online revenues. Infopia is an award-winning eCommerce software company headquartered in Salt Lake City, Utah. For more information, visit [www.infopia.com](http://www.infopia.com) or call 888.337.6352.