

Inventory on Demand Platform Use Case for Retailers

How to utilize Doba's API to integrate with our
Inventory On Demand Platform



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Doba

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Last Updated: 2008-03-18

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1 Introduction to Doba

1.1 What does Doba do?

Doba is an Inventory on Demand platform designed to solve the major pain points with inventory management. The platform is the technology infrastructure to support a virtual warehouse and fulfillment system as well as the relationships with hundreds of suppliers. These suppliers are capable of drop shipping their inventory of products on behalf of retailers directly to end customers.

How much does it cost to get products live on your website and keep them updated? How much does it cost to onboard new suppliers and product catalogs? How much overhead do you lose in the ongoing management of products and catalogs? How quickly can you get new products and/or supplier up and running on your website? Doba can help address these business challenges and maximize your return on investment with our Inventory on Demand platform. Doba will save you time and resources so you can focus on growing your business. No longer will you incur expenses testing new suppliers, finding new suppliers, and sorting/filtering/standardizing data. You can test new products, move into new product lines, find new suppliers and access their virtual catalogs, and ultimately sell more products to your customers without near the cost of trying to do all of that yourself. You can also avoid the hassles of storing, packing, shipping and handling the products

1.2 Inventory on Demand: Technology Infrastructure

Doba has been developing our technology infrastructure for over 5 years and has invested millions of dollars in building a robust and scalable virtual warehouse and fulfillment system. We have also enabled an API so that you can use our website interfaces and programmatically access our service.

1.3 Inventory on Demand: Products and Suppliers

With one connection to Doba's platform you are linked to over 3,400,000 unique SKU's and more than 7,700 manufacturers. Instead of creating separate and costly relationships with suppliers one at a time, with one integration to Doba you are connected with an expansive virtual catalog. You can grow and scale your business more effectively through our Inventory on Demand platform.

We support both direct relationships and brokered relationships with suppliers. This means you can either pay the supplier directly and use all of our data

aggregation, order management, catalog updates, etc *OR* order through us acting as a broker on your behalf. We are indifferent to the relationship type as we do not add margin to product costs.

Direct Relationships

On the direct side, it allows you to keep special pricing and merchandising/marketing support that you may enjoy from working directly with the supplier. You use Doba for our data aggregation and feeds, order management, catalog updates, etc.

Brokered Relationships

This allows you to test suppliers without going through the full account setup. It also means that in many cases (especially with more fringe suppliers), you can get better pricing than if you were to go direct because of the order volumes we send the supplier.

We do not charge suppliers any fees, nor are there integration fees. We specialize in rapid, standardized onboarding of direct-fulfillment suppliers and their catalogs. Since we do not charge manufacturers for inclusion in our catalog, there is generally very little barrier in gaining compliance. Manufacturers control retailer access to their data which is a win for both them and the suppliers.

Because we offer both Direct and Brokered options and are indifferent to which you pick for each supplier, it also means that we can onboard your existing suppliers, integrate new manufacturers, and/or give you immediate access to our current supply base.

2 Doba API

2.1 Introduction

The Doba API allows Retailers to access product data, submit orders, fund orders and follow orders through the fulfillment process programmatically.

The Doba API utilizes industry standard Web Services solutions that allow Retailers to automate the retrieval of product data and submittal of orders allowing for a seamless integration between the Retailers online presence and the fulfillment of orders through the Doba Inventory on Demand Platform.

2.2 Compatibility

The Doba API utilizes industry standard Web Services solutions, including SOAP and XML, in an effort to simplify the integration process and to ensure compatibility among software platforms.

Because the API operates as a Web Service, you are not limited to a specific set of web platform environments. Any platform that is able to communicate via SOAP or XML via HTTP POST requests can utilize the Doba API.

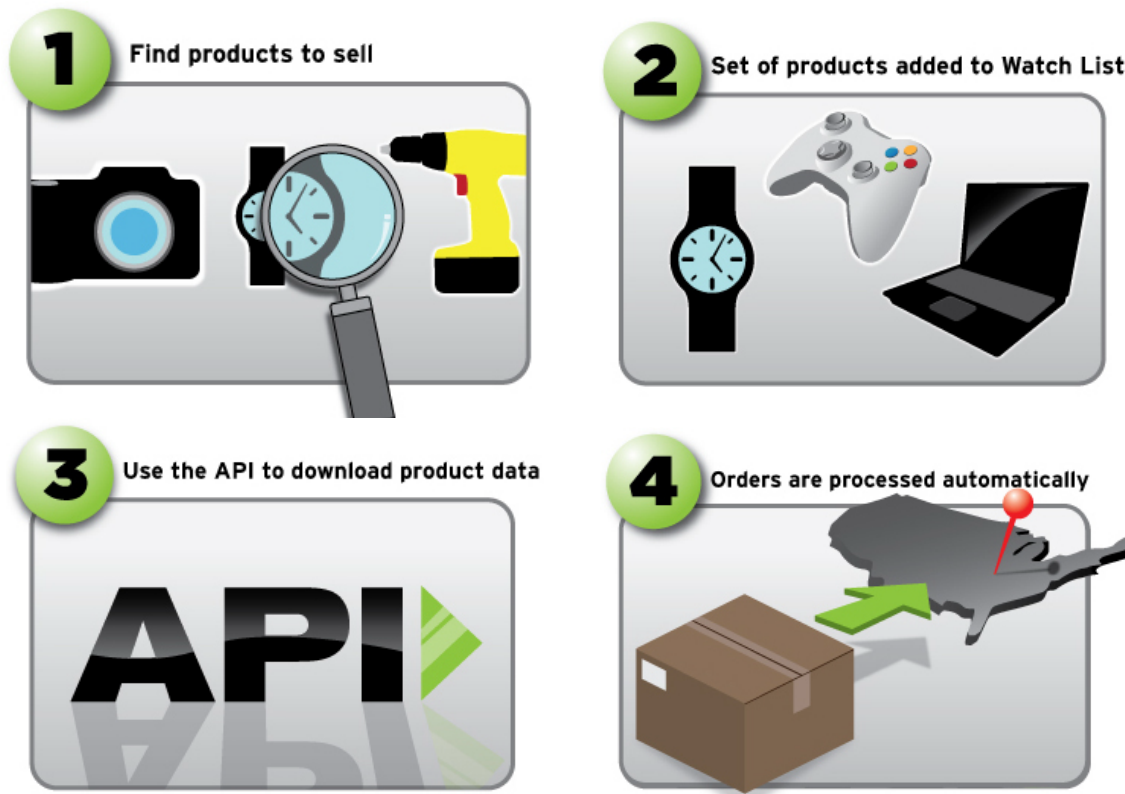
2.3 Obtaining an API Account

When you are ready to begin development you will be provided with account information for use in the sandbox environment as well as in the production environment. We ask that all development be performed using the sandbox. The sandbox is a separate server that mimics Doba's production server which allows you to develop your implementation without fear of impacting the production environment.

3 Use Case

3.1 Overview

This use case outlines the most simple implementation possible. It requires manual searching and selection of products, but once a set of products are set aside the API can be utilized to download the product data. Your checkout/cart can be integrated to pull up-to-date shipping and product pricing and orders can be automatically submitted to the Doba platform through the API.



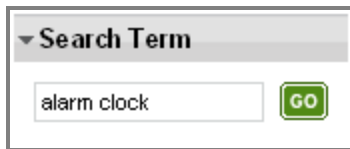
3.2 Select Products to Market/Sell

Begin by logging into www.doba.com/members. Upon successful login, select the Catalog icon at the top.

You will be presented with the category list as well as a set of filter options found along the left side of the page.

Use the filters, especially utilizing the Search Term option, to narrow your product search and pinpoint the products you wish to market and sell. You can

also browse products by category and supplier to find products you'd like to sell.



A search bar with a dropdown arrow and the text "Search Term". Below it is a text input field containing "alarm clock" and a green button with the text "GO".

When you have found a product you wish to sell, go to that products detail page and move your mouse over "Add to Watch List". You can either select an existing Watch List to add the product to or you may add the product to a new Watch List.



A product detail page for a portable music player. It shows a photo of the device, a "Drop ship fee: \$2.50", a "Quantity: 1" input field, and a green "ADD TO CART" button. Below the button is an "OR" separator and a "Push to Marketplace" link with a truck icon. At the bottom, there is a "Leave feedback" link, an "Add to Watch List" dropdown menu (which is open showing "add to new Watch List"), a "Product Research" link, and product details: "Product ID: 1653110", "Item ID: 1971215", "SKU: TUNEPRO", "Con", "Qua", "acAlly", and "Diamond".

If you wish to add more than one product at a time to a Watch List you can change the catalog view to "Marketplace View" using the view options at the top of the search results.

Using the catalog filters, you can narrow down the results by supplier and/or by category to arrive at a subset of products you are most interested in. When you have the results narrowed to your liking you can save the results as a Saved Search which you can then convert to a Watch List. To do so, go to the Saved Search page, select the saved search you wish to convert to a Watch List and select "Create Dynamic Watchlist".

3.3 Download the Product Data

Once you have a list of products saved in a Watch List, you can automate the download of that product data using the Doba API.

You will first need to issue the `getWatchlists` API command to obtain a list of your saved Watchlists and their accompanying `watchlist_id`'s. You will need the `watchlist_id` to request the product detail for the watchlist you wish to utilize.

The Watchlist name you set at the Doba website will be returned so that you can recognize the Watchlists.

Next, you will issue the getProductDetail API command, passing it the watchlist_id of the watchlist you wish to retrieve. The product detail for every product in the requested watchlist will be returned. The product detail obtained through the getProductDetail call can then be saved to your database and posted to your store.

What about inventory updates? Don't worry about updating the inventory information by issuing the getProductDetail call daily. The Doba API incorporates a callback system that sends an inventory update to your system informing you of the change in quantity available or the products change in sellable status. You can enter your callback URL into your account at any time by selecting the "Settings" icon at the top of your account while logged in, and then selecting "API" from the sub-menu. You can set up automation around those callbacks so that your product information is as up to date as possible. However, if you add more products to your Watchlist you will want to download the entire list again so that you have the products you just added.

For technical information regarding these calls, please open the following URL's in your browser:

http://www.doba.com/developer/apidoc/retailer_api.php#getWatchlists
http://www.doba.com/developer/apidoc/retailer_api.php#getProductDetail

For technical information regarding Callbacks:

http://www.doba.com/developer/apidoc/retailer_api.php#Callbacks

3.4 Integrated Cart

When a customer is looking at purchasing a product that came from the Doba Platform, you may wish to obtain fully-loaded cost information for that product so that you can display accurate cost information to the customer. To do so, you would issue the orderLookup API command which will return the cost of shipping as well as any drop-ship and/or service fees.

For technical information regarding this call, please open the following URL's in your browser:

http://www.doba.com/developer/apidoc/retailer_api.php#orderLookup

3.5 Submitting Orders

Submitting orders automatically can simplify order management if you process many orders a day. Also, you receive the added benefit of receiving automated callback updates whenever the order gets updated by the supplier. If you feel that order automation is not needed, you always have the option of manually entering orders at www.doba.com or uploading the orders using the Bulk Order Upload Tool available at <http://www.doba.com/members/order/upload.php>

When the customer orders the product and pays you for it, you would issue the createOrder API command to create the order in the Doba Platform. Once the order is created and you are provided with an order_id, you can either go to the Doba website and fund the order or you can fund the order by issuing the fundOrder API command, providing it with the appropriate payment information. Funding the order causes the order to be sent to the supplier for fulfillment.

For technical information regarding these calls, please open the following URL's in your browser:

http://www.doba.com/developer/apidoc/retailer_api.php#createOrder
http://www.doba.com/developer/apidoc/retailer_api.php#fundOrder

Again, the Doba Platform utilizes a callback system to automatically notify you of any updates to your order. When the order changes status, say from "Awaiting Supplier Acceptance" to "Shipment Pending", the Doba Platform will notify you via a callback. Subsequently, when the product is shipped, we notify you with the status change along with the shipping information, including carrier and tracking numbers.

For technical information regarding Callbacks:

http://www.doba.com/developer/apidoc/retailer_api.php#Callbacks

3.6 Returning Merchandise (RMA's)

In the case that a return is needed, you will log into your account at www.doba.com/members and request an RMA from the supplier. This can be done by selecting "Orders", finding the order in your order history, then selecting "Request RMA".