

## **Stortle uses Marketfire, by General Internet, to analyse its transactions on e-commerce platforms in real time and better finance its cash flows**

**Cupertino, March 23, 2020** – [General Internet](#), “the network company” and Big Data specialist, announces that [Stortle](#), online retailer of consumer goods on marketplaces, uses [Marketfire](#), its financial management and reporting solution to analyze in real time its transactions on e-commerce platforms and to improve financing terms for its cash flows.

Since 2005, Stortle has been sourcing kitchen utensils and small household devices at the best prices for Internet users from global e-commerce platforms. The company has expanded into video games and high-tech products such as computers, headphones, connected speakers, toys, DIY and gardening articles. In 2019, Stortle posted a EUR 5m (USD 5.4m) turnover and an annual 10% growth rate.

### **Solving the problem of income tied up by marketplaces and inventory financing**

Stortle, which started its activity on Ebay, now works with many marketplaces (Amazon, Rakuten, FNAC, or Cdiscount). With the growth of its activity and the growth of its sales, the company quickly faced a complex problem: its income was tied up on the marketplaces for several weeks while its need for cash flow financing was increasing.

*“With the growth of our business, we were faced with a problem that could slow down our growth,” explains Stéphane Lacaille, Stortle's manager. “The more a seller sells on the marketplaces, the more his money is tied up on the marketplaces, which sometimes take several weeks to pay the funds to the e-merchants. We have had difficulty accessing sufficient cash to renew our stocks and meet new orders placed by our customers”.*

Stortle approached banks to finance its working capital requirements. However, the terms offered, in particular the borrowing rates, were not optimal. Stortle looked for a solution that would give it better visibility of its tied-up income and certified monitoring and reporting tools in order to obtain better financing terms.

### **Get Better Financing Terms for Inventory with Marketfire**

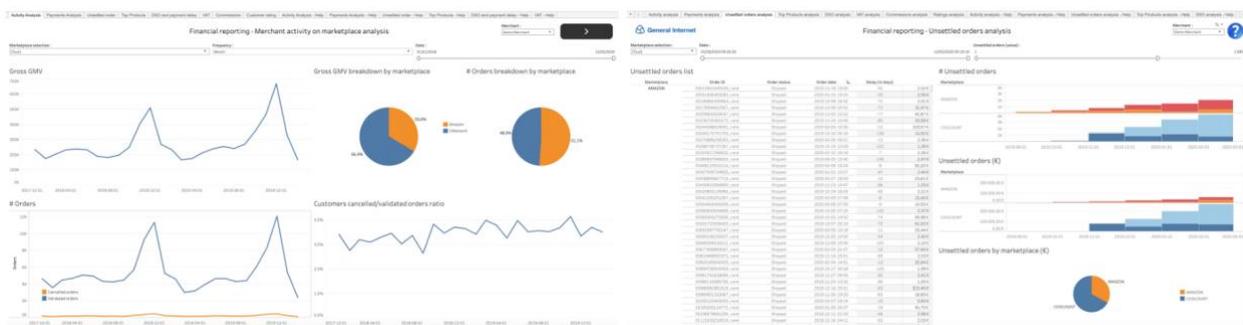
In the end, it was Stortle's banking partner, one of the largest French banks, that introduced them to [Marketfire](#). The software, developed by General Internet, met its needs and provided the company with real-time visibility of the income tied up with each marketplace as well as their payment terms. This enabled Stortle to support its income and cash flow projections and hence obtain improved financing terms of its inventory build up.

*“For more than a year, with the help of our bank, we had been looking for a solution that would solve our problem”, adds Stéphane Lacaille, Stortle’s manager. “We chose Marketfire for two reasons: on the one hand, it is the only tool we identified on the market to manage all the data, and on the other hand, this Big Data analysis solution specialized in e-commerce was the perfect solution for our transaction analysis needs”.*

Stortle carries out an average of 6,000 transactions per month. The company has therefore to analyze a large number of data points (number of orders, marketplace commissions, tied up income, sales price trends, margin rates, VAT, etc.) and have clear performance indicators at its disposal.

With [Marketfire](#), these are available in real time in the form of easy-to-read dataviz. Translated into tables, this decision-support solution enables Stortle to identify the most relevant performance indicators, understand the data, anticipate sales trends and quickly make the right decisions (e.g. adapting the price of a product).

With [Marketfire](#), Stortle can now identify and rank / sort / order its products based on turnover, margin rates, etc. The tool’s functionalities have also enabled Stortle to rank / sort / order its products by marketplace and to build an efficient catalogue in record time.

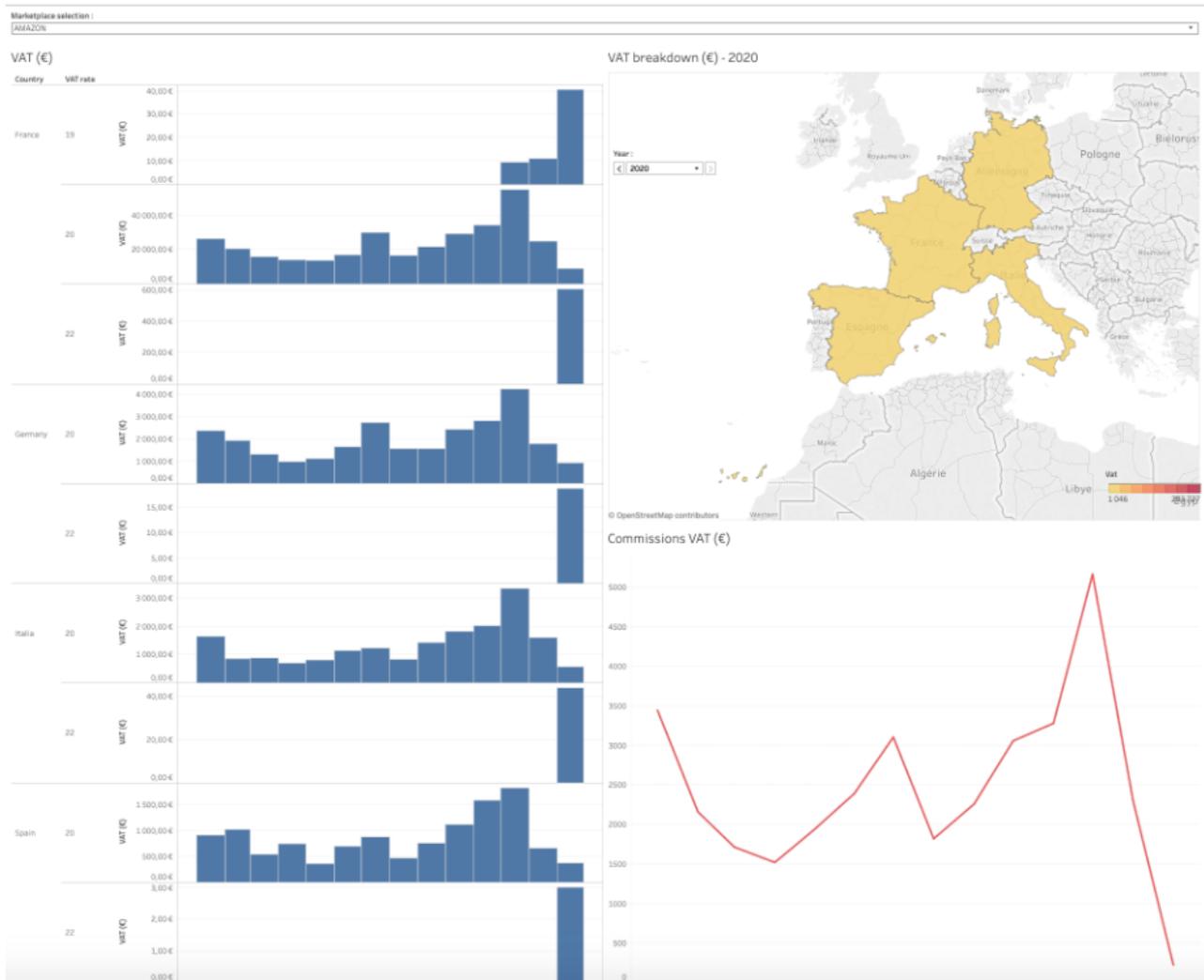


extract from Marketfire - Financial reporting tables

## **An accounting support solution enabling compliance with certified data**

In addition to optimizing the performance of its online sales, Stortle was able to rely on other features of [Marketfire](#), such as the automatic calculation of the VAT to be collected and remitted, regardless of the country in which its products are sold. This feature has allowed the company to significantly decrease the time needed to solve lower value-added tasks and to focus on its core business.

*“Marketfire quickly established itself as a real management control tool for me”, explains Stéphane Lacaille. “It has enabled us to comply with tax authorities in the countries in which we operate, to automatically calculate and declare the VAT generated by our sales. What’s more, with Marketfire, we are also able to identify errors and unpaid items on each e-commerce platform, whether they are cancelled or not validated orders, and resolve them as quickly as possible”.*



extract from Marketfire - VAT specific tables

Through [Marketfire](#), Stortle was able to rely on consolidated and certified figures and management indicators via certificate declarations from major e-commerce platforms. Thanks to this functionality, Stortle's credibility with marketplaces and its banking partners has been significantly strengthened.

In concrete terms, after a few months of use, Stortle was able to increase its margin by 4%. Marketfire has enabled Stortle to share certified and consolidated financial data with its banking partners and to obtain new payment and borrowing facilities at better terms. As a result, its average financing rates have been lowered.

*"We are delighted to use Marketfire and with our partnership with General Internet", concludes Stéphane Lacaille. "Not only are the benefits brought by the solution tangible, but it is scalable and regularly offers us new functionalities that meet our needs".*

Today, Stortle is working with General Internet to add new trading platforms to Marketfire in order to integrate all its marketplaces into the tool (Rue du Commerce, Darty, Conforama or Métro).

[Marketfire, by General Internet](#) is available at a price of EUR 100 per month, with no commitment.

7-day free trial available on Marketfire.co

### **About Stortle**

Stortle.com is an online retailer of consumer products. Stortle.com offers for sale on its website a very wide range of products for your home. On Stortle.com you can find many products in our specialized shops such as: household appliances, kitchen equipment, DIY and decoration, household linen, toys, hobbies and gardening.

More information on <https://www.stortle.com/>

### **About General Internet**

General Internet (GI) creates, builds and operates technology platforms for the networked business and data-driven information systems. Drawing on the most innovative Big Data, finance and e-commerce solutions, General Internet is inventing new tools to grow the revenues of companies in the e-commerce and online distribution sectors. By investing in the growth of its customers, GI also encourages its future partners to share their benefits, through the Fair Business Innovation Foundation, to promote a system in which the growth of business and society are closely intertwined. General Internet is based in Cupertino, California and Paris, France.

For further information: [www.general-internet.org](http://www.general-internet.org).

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