

Brightpearl vs. Standalone systems

Choose a Solution That Solves Problems (Not Creates Them)

Is a mediocre OMS, WMS or inventory system really the best solution for your fast-growing business?

Quality > quantity

Even big-name ERPs can't provide complete functionality - so cheaper, basic OMS, WMS and inventory systems **definitely** can't.

✘ These systems typically come with inexpensive 'all-in-one' features that **compromise quality** - and lead to an unscalable system that **prevents growth**.

✔ Instead of long lists of low-rent features that won't scale with your business, Brightpearl constantly invests in the **best tech**, including:

- > Market-leading **demand forecasting** (boosted further by our recent acquisition of Inventory Planner)
- > **In-depth reporting** on customers, products, sales channels and marketing campaigns
- > Flexible no-coding **Automation Engine** that speeds up multichannel order processing

Keep up with increased orders

If you've got a **clunky system** that slows down instead of speeds up when orders increase, your customers will **go elsewhere**.

"Despite a huge increase in the volume of sales, we've been able to keep our same-day dispatch promise to customers. Brightpearl has also saved us hiring up to 10 people, saving us a significant amount of money."

Paul Scipioni, Atlantic Cigar Company

✘ Lower-end systems get **slow and difficult to use** when order volumes increase. Their connections to e-commerce platforms and other systems **can't exchange data fast enough** to process orders promptly.

✔ Brightpearl's impressive range of Plug & Play integrations are designed to **easily handle spikes in demand**, so you can grow fearlessly. We processed more than **250,000 orders in a single day** last Cyber Monday without a single glitch.



Expert-designed Implementation

Your workflows and tech stack are unique - so you need **tailored implementation and configuration**.

❌ Single-solution vendors only offer self-guided implementation - with **clear-as-mud online documentation and minimal support**. This **only** works for super simple business models. If you have unique workflows, self-guided implementation will lead to **disconnected systems** and **unstreamlined operations**.

✅ At Brightpearl, your implementation will be designed, planned, managed and configured by our experienced in-house experts (starting even **before you sign the contract**). At Brightpearl, we go the extra mile. OMSs simply don't.

Actionable insights for growth

Fast-growing merchants make **data-driven decisions**.

“The platform’s single source of truth has empowered our decision making and ability to expand. We have the freedom to grow in whichever direction we choose.”

Ricky Shah, Strength Shop Europe

❌ Basic, standalone solutions only offer **limited reporting and inventory planning** functionality. You may be forced to manually consolidate your data in Excel to plug gaps.

✅ With Brightpearl’s advanced reporting and Demand Planner, you’ll gain a **360-degree overview** of your business performance from products and sales channels to customer and marketing campaigns, and make informed replenishment decisions.

Hands-free workflows

The more you grow, the more complex your workflows become. You need to automate to save time to **focus on growth**.

- ❌ OMSs and standalone systems are notorious for **struggling to handle complex orders**, including those from multiple locations and any which involve Amazon FBA or dropshipping.

“We now save 60 hours per week on order entry alone thanks to its automation component.”

Nick Ernst, Snap Supply

- ✅ Brightpearl's powerful Automation Engine takes time-consuming fulfillment tasks, like dropshipping, partial fulfillment, FBA, order routing, order splitting and invoicing, off your to-do list.

Dedicated customer support

When you need support, you need it **quickly** - long waits result in inefficiency and unhappy customers.

- ❌ Standalone OMS, WMS or inventory systems only provide **very basic support**, which means long waits for a reply to any queries, unless you **fork out extra for premium support**.

- ✅ At Brightpearl, we offer **friendly, fast support 24/7**. We also provide ongoing business consulting. All at **no extra cost**.

“The level of service we’ve received from Brightpearl has been phenomenal. As a brand, Brightpearl has a can-do attitude and you get to deal with a real person who knows their stuff.”

Mark Tweed, CyberJammies

Still not sure which solution is **right for you?**

Get in touch now

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