

Neto Partners with Australia's Fastest Growing B2B Marketplace

Leading Australian based ecommerce platform integrates with TradeSquare connecting wholesalers to thousands of SME buyers.

Brisbane, Queensland: Neto, a leading unified ecommerce platform which empowers retailers and B2B sellers to grow sales and increase efficiencies, today announced a partnership with Australia's fastest growing B2B marketplace, TradeSquare, connecting thousands of B2B sellers and buyers through a seamless integration.

The partnership with TradeSquare marks the sixth marketplace to launch on the platform, as part of Neto mission to empower SME businesses to scale. Through their platform of comprehensive tools that centralise product data, inventory and sales orders, whilst streamlining the fulfilment of orders at scale, Neto aims to help it's merchants grow by reducing the complexity of running a modern ecommerce business.

Through the integration built in partnership with TradeSquare, wholesalers on Neto can now list thousands of products in minutes on to the marketplace[i], mirroring the experience offered for other marketplaces and expanding their reach to the thousands of SME buyers on TradeSquare.

"We're thrilled to be partnering with TradeSquare to bring their growing marketplace to merchants on our platform who are looking to grow revenue through expanding the wholesale side of their business" said Ryan Murtagh, Founder of Neto. "We see the huge potential that this partnership offers B2B merchants. Wholesale commerce is changing as more and more business shoppers demand retail-like experiences when purchasing their goods. TradeSquare plays a critical role by offering time-poor shoppers the ability to source the goods they need in one place from thousands of suppliers," he said.

The integration offered by Neto and TradeSquare see the seamless synchronisation of data between the marketplace and the wholesaler's store, enabling sellers to automatically create and maintain listings on the marketplace, using existing product data including images, descriptions and pricing, slashing what would normally be hours of set-up time. As products sell on TradeSquare, the integration updates stock levels in Neto, downloads orders, and helps the merchant get orders out the door faster.

"Our vision at TradeSquare is to empower Australian small businesses by enabling them with the tools and capabilities they need to grow and be productive, whilst supporting the local economy. Partnering with Neto builds on this vision by equipping our sellers with Neto's powerful suite of tools, which removes complexity to help our sellers spend less time on listings and processing orders and more time on growing their businesses." said Quentin Williams, Head of Marketplace at TradeSquare.

Learn more about Neto's integration with TradeSquare at www.netohq.com/tradesquare.

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About Neto:

Neto is a leading unified ecommerce platform. Since 2009, Neto has helped Australian B2B and multi-channel businesses scale fast through their all-in-one solution for ecommerce, POS, inventory management, order management, and shipping labelling, processing in excess of 3 billion dollars in annual sales through its platform.

[i] Internal testing by Neto across multiple stores resulted in an average of 10-15 minutes to map a category and set-up field mapping.

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