Salesforce adopts stock optimisation solutions by French specialist OneStock

By Matthieu Guinebault  -  February 15, 2020

American CRM services specialist Salesforce has added the stock optimisation and order management solutions by French start-up OneStock, a ship-from-store specialist, to its suite of corporate software applications, currently adopted by some 150,000 companies.

OneStock and Salesforce were already virtually working together, as their solutions are being used concurrently by retail chains like Orchestra, Pimkie, Jules, Brice, Sergent Major and Du Pareil au Même.

Salesforce's retail clients will now be in a position to manage, online and in an integrated fashion, all of their inventory, including in-store stocks. This stock-optimisation capability enables retailers to prevent out-of-stock situations, which periodically happen in an e-tail environment.

Ultimately, ship-from-store services will make it possible to optimise deliveries in terms of timing, distance and environmental sustainability.

“OneStock and Salesforce Commerce Cloud share the same philosophy and offer a multi-tenant, software-as-a-service solution which ensures clients always have an updated [software] version and enables them to take advantage of the latest developments,” said Vincent Vila, product manager at OneStock. “The integration of our two solutions facilitates the deployment of a smart e-commerce front-end, coupled with an agile order management system, managing all types of orders in all possible omni-channel scenarios. Introducing e-reservations via OneStock on an e-commerce site is now done in three clicks. Omni-channel operations are a reality,” he added.
The LVMH group is currently testing a ‘delivery commitment’ system for one of its labels, using OneStock. Last September, OneStock joined the LVMH-sponsored Parisian start-up incubator ‘Maison des startups’, and is also part of the Lafayette Plug and Play business-accelerator programme. OneStock has offices in France and the UK, and is now turning its sights overseas, towards Italy, Spain, Germany, Austria and the USA.

In 2019, OneStock’s revenue is said to have increased by 110%. Among its clients are retailers and brands as diverse as Intersport, RougeGorge Lingerie, Ollygan, Kaporal, Camaïeu, Ted Baker, Sport 2000 and Serge Blanco.

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