



Legacy Dropship Provider Migration Playbook

This playbook will help your organization assess the level of effort needed from your business and technical teams to migrate from your current solution to Logicbroker.



Legacy Dropship Provider Migration Playbook

Contents

Legacy Dropship Provider Migration Playbook	1
Executive Summary	3
Introduction	4
Plan Ahead	5
Understand Your Contract	5
Plan For Success	5
Determine Your Migration Approach	5
Prepare For Migration	6
Execute The Plan	7
Notify Your Suppliers	7
Integrate With Logicbroker	9
Onboard & Test Suppliers	10
Go Live	12
Enjoy The Benefits	12
Logicbroker Migration Checklist	13

Executive Summary

Organizations have been held back by legacy dropship providers that take too long to onboard new suppliers, create technical barriers limiting supplier recruitment, and have excessive fees that have a direct impact on your operating margin.

Organizations have been hesitant to switch from these legacy platforms in the past due to perceived complexity and risk, however, Logicbroker has adopted a tried-and-true approach to migrate from your legacy provider onto Logicbroker. This approach helps you identify when you should start the migration process, identifies a risk-free migration plan, provides assets to help socialize the migration with suppliers, and provides the resources required to execute supplier onboarding, along with full go-live support.

Companies like [Walgreens](#), [Boscov's](#), and [FULLBEAUTY Brands](#) have trusted Logicbroker to migrate them seamlessly from their legacy dropship provider onto Logicbroker.

"I was told in October that we would be switching over and transitioning to Logicbroker before Black Friday. That was really scary putting our holiday plans at risk, but we got it done, it wasn't stressful, and it wasn't even down to the wire."

-Abigail Grad, Senior Manager of eCommerce/Digital Merchandising at Walgreens

Walgreens



Introduction

Like you, many Logicbroker customers have moved off their legacy dropship platforms due to painfully slow supplier onboarding, inability to connect to strategic suppliers, and excessive fees being charged to their suppliers, amongst other things.

While many organizations may be doing this for the first time, Logicbroker does this every day. We call this our “lift and shift” approach. The purpose of this playbook is to help your organization assess the level of effort needed from your business and technical teams to migrate from your current solution to Logicbroker.

Plan Ahead

Understand Your Contract

Many legacy dropship providers force companies to sign a multi-year agreement. It's important to understand the contract end date along with any cancellation notification requirements (many legacy providers require a 60-day cancellation notification). This allows Logicbroker to ensure that the migration is completed in advance of the contract end date eliminating the risk of having to sign a contract extension.

Plan For Success


In any project, the best way to deliver on time is to start early. While Logicbroker has migrated organizations like [Walgreens](#) and [FULLBEAUTY Brands](#) off legacy providers in under 6 weeks, Logicbroker has found that allowing more time between the start of the project and the cutover date gives ensures that your supplier community does not have to do work under duress.

Determine Your Migration Approach

There are two approaches to migration: a phased approach and an "all-at-once" approach.

A phased approach allows your organization to methodically move suppliers over to Logicbroker in waves (usually of 50 to 100 suppliers) grouped by order volume or strategic value. This approach requires your technology team to have a way of exchanging data with both your legacy provider and Logicbroker at the same time, delineating which suppliers are still on legacy vs. Logicbroker. For example, your technology team may choose to leverage a user-defined field or custom attribute on your internal vendor record to identify whether the supplier is communicating with Logicbroker or your legacy provider.

This allows for a smooth, seamless transition for both your organization and your suppliers.



What is a phased migration approach vs. an "all-at-once" approach?

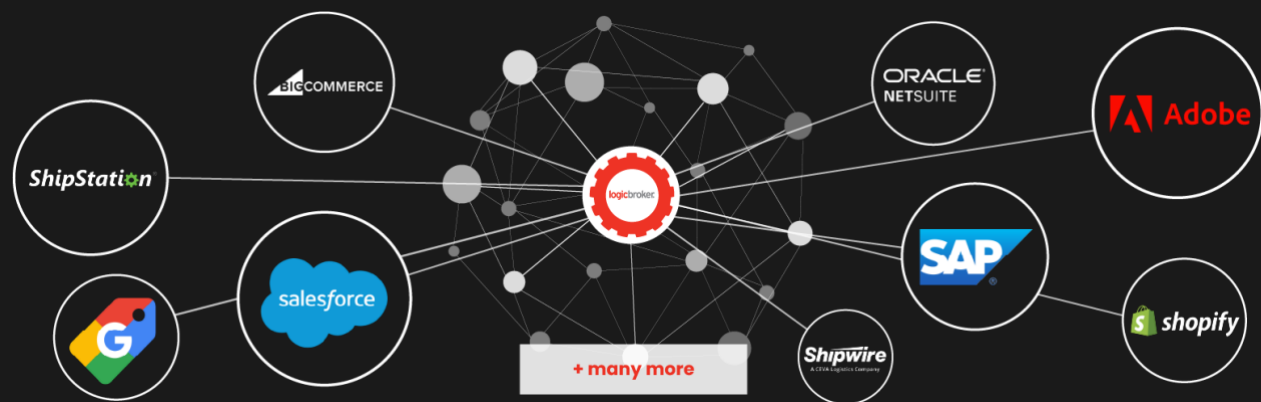
An all-at-once approach involves cutting over your entire supplier community onto Logicbroker at one time. This method requires a considerable amount of additional collaboration from your supplier community to ensure that the appropriate schedule is followed and can cause duress on your supplier community. This method is only recommended when it cannot be avoided, which would include scenarios where you are replacing internal technology that does not allow for a phased cutover (ex. ERP, OMS, etc.) or you need to replace your legacy provider in a tight timeframe.

Prepare For Migration

In advance of your migration, you'll want to make sure that you have a full list of your [dropship suppliers](#) and pertinent contact information (ex. company name, contact name, e-mail address). You should also spend the time to sort these suppliers by order volume or strategic value to the business, so we can jointly establish the cutover date for each supplier in each wave. Allocate a supplier migration champion from your organization to be the single point of contact should any questions arise from suppliers that Logicbroker needs assistance answering or should any additional follow up be needed directly from your organization.



Technology teams should be engaged that are familiar with your current dropship process and the internal systems [that dropship workflows touch](#) (ex. Webstore, OMS, ERP, PIM, etc.). Having a high-level architecture diagram about how your legacy provider is integrating into your current technology stack ensures that your technology teams and Logicbroker's integration teams are on the same page. In many cases, [Logicbroker has pre-built connectors to common eCommerce platforms](#) like Shopify, BigCommerce, Adobe Commerce, and Salesforce Commerce Cloud along with ERP systems like NetSuite that can reduce the resources required by your technical teams.



Execute The Plan

Notify Your Suppliers

As your migration project kicks off, you will be asked to notify your suppliers of the upcoming change. Logicbroker has created messaging to help your organization socialize the change with your suppliers. This messaging can be put on company letterhead and distributed to your supplier community. As a best practice, Logicbroker will work with your organization to make sure that the appropriate go-live date is being indicated in the messaging, as it is important to establish the timescales that you are expecting the supplier to be live, early and often in the project along with notifying them of what will happen if they cannot be ready in time.

Sample Migration Notification:

Subject: Exciting News from EXAMPLE RETAILER; Introducing our new Drop Ship technology partner!

EXAMPLE RETAILER is partnering with a new service provider for drop ship orders that will replace our existing data exchange service provider, CommerceHub. We are very happy and excited to introduce you to our new partner, **Logicbroker!**

This is an exciting enhancement to our business as this new partnership will provide more flexibility for both EXAMPLE RETAILER and our vendor community. Some new and impressive features include:

- **No Startup, Onboarding or Configuration Fees**
- **No Per Transaction Fees**
- **No Monthly Active Vendor Fees**

What we need to start: First and foremost, we need your partnership! We will provide you with all of the needed information for the transition; **we will need your support with resources to ensure the transition happens quickly, to have reduced downtime and ensure business continuity!** The transition to Logicbroker, with your assistance, should take 1 day maximum if you are a browser vendor, and 1 week for integrated if we have your commitment on resources!

The first step to start the migration is to fill out the Logicbroker survey. **(It may help to have a technical resource available to help!).** You can access the survey by clicking here:

<https://logicbroker.typeform.com/to/FX7INV>

What are the next steps? We can get you up and running in as little as a day assuming you have the resources available for the transition. Here's how much time is needed to go live with the Portal (aka Browser) option:

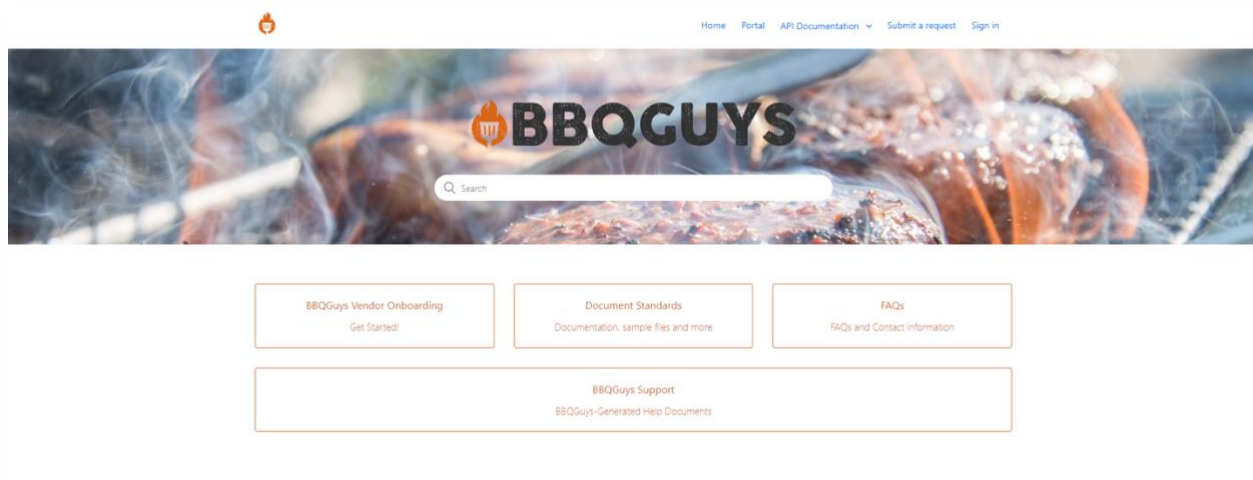
1. Complete the Survey (< 10 minutes)
2. Receive an invitation to create a username and password
3. Create a username and password (< 5 minutes)
4. Setup test products and inventory (< 30 minutes)
5. Go through the required test cases (< 2 hours)
6. **Go Live! (all vendors will need to migrate prior to January 20, 2024)**

If you choose an integrated option, it can take up to a week to complete provided that technical resources are available to get the set up complete. If resources are not available, we recommend that the browser option is chosen while the integrated connection is tested and enabled. A partial integrated connection may also be an option to help expedite the process if you feel your company does not want to take advantage of the browser option.

Please ensure that you fill out the survey right away as there will be more information available in the Knowledge Base in the Logicbroker Portal!

Suppliers will have access to your branded knowledgebase that contains everything they need to understand the requirements for them to migrate their connection to Logicbroker.

Sample Branded Knowledgebase



Integrate With Logicbroker

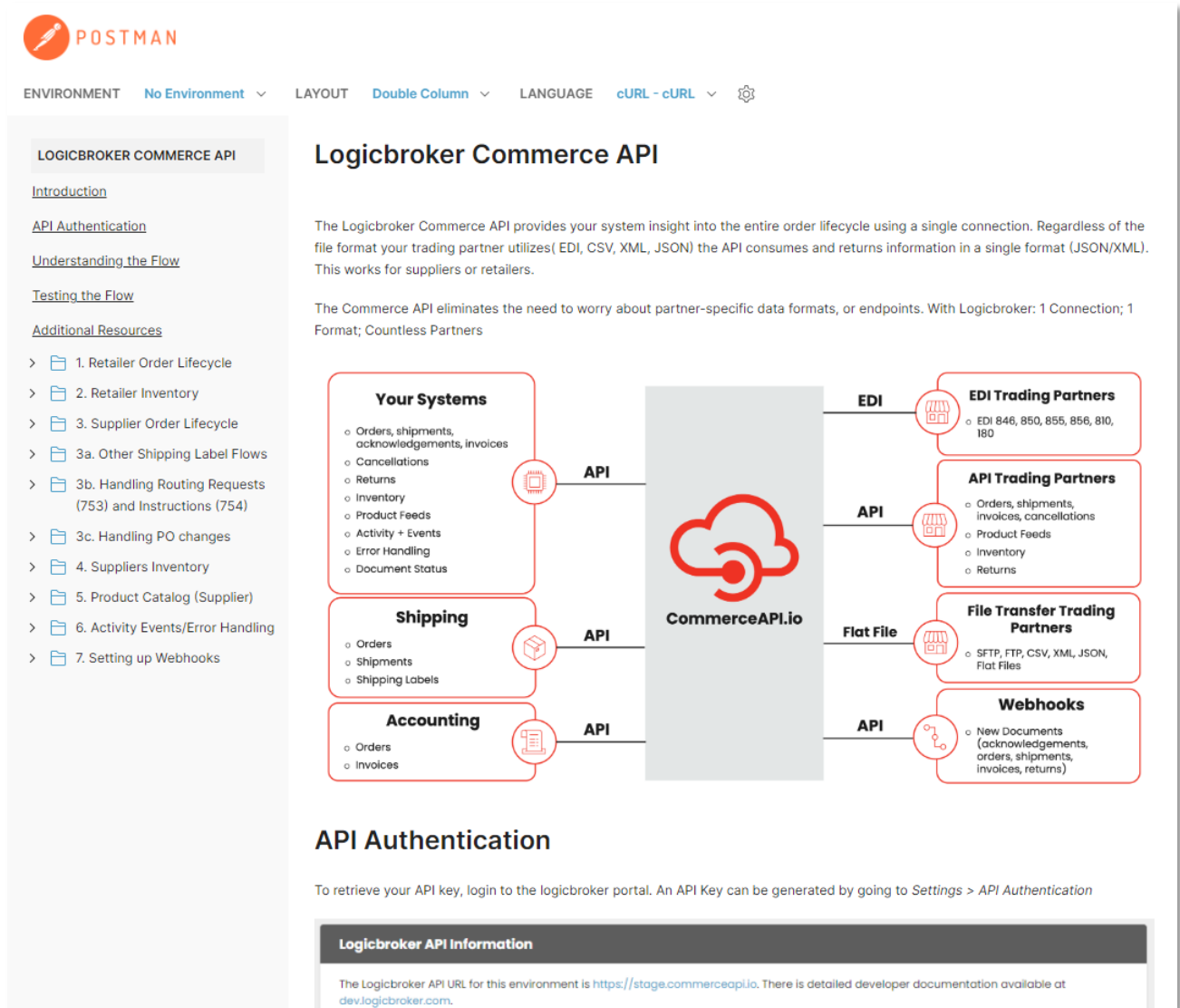
If your organization exchanges XML, EDI, CSV's or flat files with your current provider, [Logicbroker will map to these as a part of our platform.](#)

From a technical perspective, the only work that needs to be completed is switching the communication details whether that is AS2, SFTP, or FTP to the Logicbroker provisioned AS2, SFTP, or FTP connection.

If your organization connects to your legacy provider via API today, there are a few technical changes that need to take place. There will be field name changes that need to be put in place to accommodate for Logicbroker's API formats. While the content itself isn't changing, some of the field names may change. For example, your current provider may be looking for the order number passed in a field named "OrderId" while Logicbroker is looking for that to be communicated in a field named "OrderNumber". There will also need to be a change to API endpoint connectivity to change the connection from your legacy provider to Logicbroker.

All integration and testing work can be done in the provisioned Logicbroker Stage environment before going live.

Excerpt from Logicbroker's publicly available API documentation:



LOGICBROKER COMMERCE API

Logicbroker Commerce API

The Logicbroker Commerce API provides your system insight into the entire order lifecycle using a single connection. Regardless of the file format your trading partner utilizes (EDI, CSV, XML, JSON) the API consumes and returns information in a single format (JSON/XML). This works for suppliers or retailers.

The Commerce API eliminates the need to worry about partner-specific data formats, or endpoints. With Logicbroker: 1 Connection; 1 Format; Countless Partners

Your Systems

- Orders, shipments, acknowledgements, invoices
- Cancellations
- Returns
- Inventory
- Product Feeds
- Activity + Events
- Error Handling
- Document Status

Shipping

- Orders
- Shipments
- Shipping Labels

Accounting

- Orders
- invoices

EDI Trading Partners

- EDI 846, 850, 855, 856, 810, 180

API Trading Partners

- Orders, shipments, invoices, cancellations
- Product Feeds
- Inventory
- Returns

File Transfer Trading Partners

- SFTP, FTP, CSV, XML, JSON, Flat Files

Webhooks

- New Documents (acknowledgements, orders, shipments, invoices, returns)

API Authentication

To retrieve your API key, login to the logicbroker portal. An API Key can be generated by going to *Settings > API Authentication*

Logicbroker API Information

The Logicbroker API URL for this environment is <https://stage.commerceapi.io>. There is detailed developer documentation available at dev.logicbroker.com.

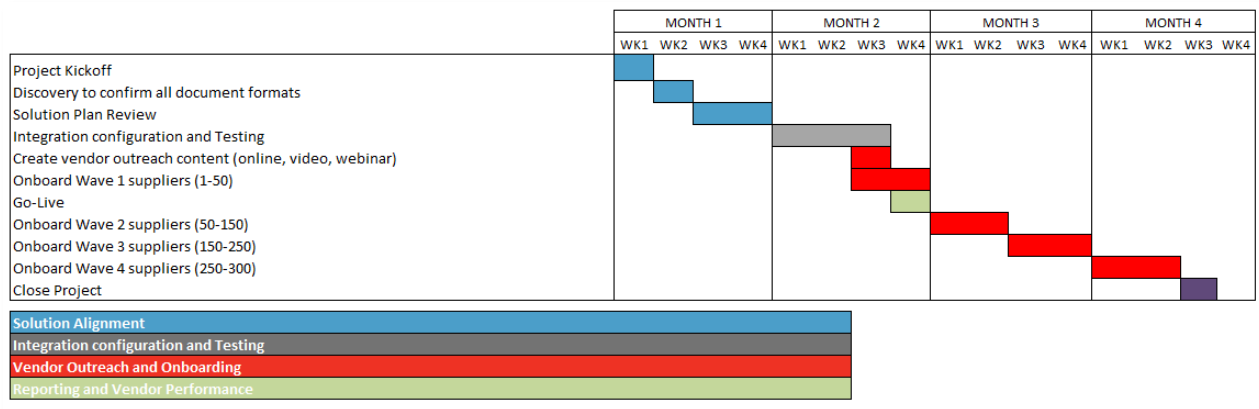
Onboard & Test Suppliers

All suppliers can be invited to the Logicbroker platform using our on-demand onboarding capabilities. This will allow suppliers to link your dropship program to their existing Logicbroker account and integration or signup as a new Logicbroker supplier at no cost to them.

Once invited, [Logicbroker's white glove onboarding team](#) shepherds the supplier through testing their selected integration method(s) and completing the test cases that have been mutually defined by Logicbroker and your organization to prepare them to go-live.

Each wave of suppliers will generally be onboarded in a 1-2 week period before progressing to the next wave.

Illustrative project timeline for migrating from a legacy dropship program with 300 suppliers:





Go Live

Enjoy The Benefits

Once you have integrated to Logicbroker and your suppliers have transitioned over, you can enjoy faster onboarding speeds, a broader range of suppliers that can participate, and a quicker time to value than ever before. You can now [work strategically with your Customer Success Manager](#) to identify opportunities to expand your assortment into new categories and fill existing product whitespace to provide your customer to create customer loyalty and drive higher customer lifetime value.

Logicbroker Migration Checklist

Planning

- Understand Your Contract**
 - Know your contract end date
 - Understand the cancellation notification requirements
- Determine Your Migration Approach**
 - Engage your technology team to understand if a phased approach can be accommodated
- Prepare For Migration**
 - Assemble a list of suppliers and supplier key contacts
 - Prioritize your supplier list based on order volume or strategic value

Executing

- Notify Your Suppliers**
 - Distribute Logicbroker migration notification on company letterhead to your supplier community
- Integrate With Logicbroker**
 - Engage your technology team to work with Logicbroker to complete the integration
- Onboarding & Testing**
 - Initiate invite to suppliers with Logicbroker so that Logicbroker can begin onboarding
 - Provide support to Logicbroker if supplier questions arise that need answered during onboarding
 - Assist in engaging suppliers that are non-responsive

Go-Live

- Collaborate with your customer success manager to expand your assortment and grow your program**