



Singer22.com Reviews Show Improvements in Customer Satisfaction After Launch of Data Subsystems Unprecedented External Editor for Yahoo! Merchant Solutions

Data Subsystems, a software development company that specializes in [enterprise resource planning solutions](#), has finished complete integration of its ERP system with Yahoo! Merchant Solutions (R) platform. The integrated solution was installed for Singer22.com, one of the leading fashion retailers that specializes in top brands and has an online store based on Yahoo! Merchant Solutions (R). The system improved business operation and nearly eliminated customer complaints.

(Vocus) March 29, 2010 -- Data Subsystems, a software development company that specializes in enterprise resource planning solutions, has finished complete integration of its ERP system with Yahoo! Merchant Solutions (R) platform. The company created an outstanding business management solution that merged powerful EPR system with Yahoo! Merchant Solutions (R) platform. The integrated solution was installed for [Singer22.com](#), one of the leading fashion retailers that specializes in top brands and has an online store based on Yahoo! Merchant Solutions (R). The system improved business operation and nearly eliminated customer complaints.

The level of total integration of ERP System with Yahoo! (R) Store is truly unique on the market. [ERP system](#) is completely synchronized with Yahoo! (R) store, including store orders, products, variations, categories, brands, tracking numbers, credit card charges, files, etc. All the data is automatically imported from the Yahoo! (R) Store to ERP database during setup. After that there is no need to use Yahoo! (R) backend at all. The data can be edited in powerful and convenient ERP system editors and all updates will be automatically uploaded back to Yahoo! (R) Store.

“Data Subsystems ERP solution brought my business to the next level and increased customer satisfaction”, said Jon Singer, the CEO of [Singer22](#). “When my wife and I started our business, we selected Yahoo! Merchant Solutions (R) for our online store. Yahoo! (R) provides reliable and scalable network infrastructure that can support fast growing traffic. However when our business started to grow, we realized that Yahoo! Merchant Solutions (R) did not allow us to process large amounts of orders efficiently and manage the products. We needed a reliable system to manage our retail stores, warehouses, purchasing, etc. I’ve chosen Data Subsystems ERP solutions because the system is reliable and the integration level with Yahoo! Merchant Solutions (R) is unique on the market, it has given us the infrastructure we needed to have in place to handle our continued growth.”

The integration increased the speed of online store update that brought up customer satisfaction rating and improved shopping experience. If an item gets sold out, its status changes and it becomes backordered. Singer22 reviews always indicated that company puts customer satisfaction first and customer service issues were handled professionally and according with company's policies. Now with new solution reviews improved further with new level of processing accuracy and order fulfillment rates due to store synchronization with [DataSub ERP solution](#). Customers always see up to date information on the web store and shop with confidence.

The Data Subsystems ERP system is a complete business solution that consists of orders processing, warehouse management, customer relationship management, purchasing, products management and other systems that are



integrated with each other and with Yahoo! Merchant Solutions (R). That means that every change in the business management system is automatically synchronized with Yahoo! (R) Store. The system is supported by all major browsers, as well as mobile platforms (iPhone, Android, Windows Mobile).

The system completely automates the operation of all stores. Orders are automatically downloaded from Yahoo! Merchant Solutions (R) system to the Orders Management System, processed and shipped with the help of [Warehouse Management System](#) (WMS). The labels are printed from WMS system and tracking number is saved in the database. After that, the system automatically uploads shipping confirmations to Yahoo! (R) Store to confirm shipping and charge the orders. The orders are efficiently processed in batches, that allows to ship hundreds to thousands of orders per day and that is not the limit. The system also features real-time two-way synchronization with Yahoo! (R) Store, so when the new products arrive they become available at Yahoo! (R) Store, and if some item sells out it gets automatically taken off the website. WMS system also has products editor that is synced with Yahoo! (R). All product information can be changed: name, price, categories, variations, etc. Pictures, Insets can also be changed and uploaded to WMS. ERP solution is integrated with Yahoo! (R) Payments API and Yahoo! (R) Orders API. The Payment API Integration includes sets of both bulk and non-bulk APIs for payment processing and transaction queries on Yahoo! (R) Store directly from ERP.

Data Subsystems ERP system that was installed and integrated for Singer22 successfully manages Singer22.com online store, retail stores and two warehouses.

About Data Subsystems, Inc.:

Data Subsystems, Inc. is a software development company that specializes in business software and web development. It is currently based in Tampa, Florida and has several development offices in Eastern Europe. [Data Subsystems ERP](#) solution was created and integrated with Yahoo! Merchant Solutions (R) on the basis of many years of company experience in ecommerce, web development and warehouse management solutions. The company also has experience in search engine marketing and search engine optimization. The combination of professional management, skilled developers and experience makes this company stand out above the rest.

About Singer22.com, Inc.:

[Singer22](#) is one of the fashion industry's leading retailers with top brands worn by today's celebrities such as Nicole Richie, Vanessa Hudgens, Ashley Tisdale, Paris Hilton, Katie Holmes, Lindsay Lohan, and Angelina Jolie just to name a few. Singer22 was started by husband and wife team of Jon and Alicia Singer and has evolved into one of the fashion industry's leading retailers and source for the latest in fashion trends. Their first store opened in Great Neck, NY together with online store at www.Singer22.com. Within a year came the second store in East Hills, NY with more in the works to open in the near future.

About Yahoo! Merchant Solutions (R):

Yahoo! Merchant Solutions (R) is an online merchant service offered by Yahoo! (R). It provides ecommerce solutions and robust web business platform. To find out more about Yahoo! Merchant Solutions (R) visit <http://smallbusiness.yahoo.com/ecommerce/>. All registered trademarks are property of their respective owners.

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