



far corner

Who is *Far Corner Technology*?

Far Corner Technology is a cutting edge technology company, providing rapid, turnkey access to millions of customers worldwide through eCommerce sales channels. Serving clients of any size who desire to sell virtually any product, Torrential Systems utilizes its proprietary, state-of-the-art software and decade-long expertise to manage the entire process of selling products around the world regardless of currency.

Our Specialties Include:

- eCommerce Web Hosting
- Order Management
- Complete Sales Venue Integration
- Automated Pricing Decisions
- Catalog and Inventory Management
- Full Supply Chain
- Customized Reporting
- And more!



Who is *SuperBookDeals*?



12 Million
Customers
Served

18 Million
New & Used
Items

3 Million
Packages
Shipped Annually

Established in 2001, **SuperBookDeals** kept physical inventory of varying types of media (books and videos) all of which are considered commodities. As the number of required inventory grew and the competitive nature of the open markets took off, new systems were required to stay competitive and maintain margins.

How SBD is different from other marketplaces:

- They don't sell, they leverage marketplaces that do that for them
- Don't promote their own website
- Limited time & effort spent on promoting

SuperBookDeals Challenges

Mission

To be the lowest cost provider of any commodity

Challenges

- Entering the world of virtual inventory
- Pricing as high as 250 million items daily
 - could no longer enter manually
- Competition and increase in inventory
- Limitations on how many times you can request API information
- Price matching was very time consuming





Houston, we have
a problem

The Tool Must Provide:

- ✓ The capability of 250,000,000 pricing events per day
- ✓ Multiple Currencies
- ✓ Increased profit potential of multiple marketplaces
- ✓ Quick listing and the lowest possible pricing system to win the maximizing margin
- ✓ The ability to add, remove and change products on the large online market places when availability changes
- ✓ Reductions in fulfillment costs combined with increase in positive feedback and above standard performance
- ✓ A ranking system
- ✓ Optimal pricing for visibility and profit



The Pricing Tool Process

Don't Underestimate Collaboration

1. Inventory Management and Feeds
2. Floor Calculation Process
3. Pricing
4. Warehouse Integration

Step 1: Inventory Management and Feeds

- We price **over 200 vendors** across the world,
- **Over 30 million products**,
- **Over 1,000 feed files per day**,
 - Full Delta
 - Cost
 - Quantity
 - Daily/hourly/real time
- And receive cost changes, availability changes and add new products daily

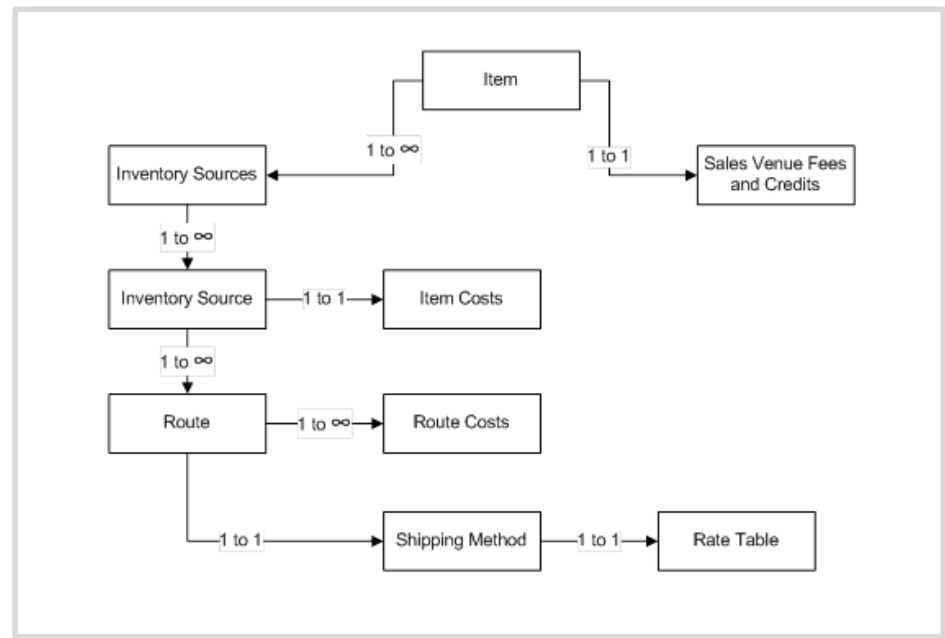


Step 2: Floor Calculation Process

Floor: The lowest possible price to maximize profit according to the appropriate market price.

Calculates Floor **700 times per day** based on:

- Marketplace
- Native currency
- Commission
- Fee(s)
- Origin
- Destination
- Weight
- Shipping to warehouse
- Shipping to customer



Step 3: Pricing

1. Inventory Management

- Benefits Include:
 - No longer Constrained by amount of products
 - Increase in number of products
 - Can search by identifiers, including: ISBN, EAN, UPC, ect.

4. Update Sales Venue Model

- SVM updates back to menu
- Price Management and changes occur—doesn't go below floor
- Remove/add items
- Sell

2. Sales Venue Model

- Get Product
- Request Price
- Download to Far Corner Pricing Tool

3. Business Rule Model

- Price Comparison
- Adjust pricing accordingly
- Different sets of rules based on company
- Identifies our position amongst sellers
- Ranks Products using the tier system

amazon.com[®]

VALOREBOOKS[®]

half.com
AN eBAY COMPANY

BARNES & NOBLE
BOOKSELLERS

PRICEMINISTER III



AbeBooks.com[®]

- Currencies include:**
- United States Dollar
 - Canadian Dollar
 - Euro

Step 4: Warehouse Integration

Ad ID	Ad Title	Ad Content	Ad Link	Ad Link Title	Active?	Options
1	Timmy's Warehouses	For this month only! Get 50% off your next warehouse shipment of 150 items or more.	www.timmys.com	Empty	✓	🟢 🚫
2	Weekend Special	This is your chance to bring a friend on with Timmy's Warehouses. For each friend you invite, we will credit your \$100!	www.timmys.com	Timmy's Warehouses	✓	🟢 🚫
3	Orders Now Special	For the whole month of September, Orders Now will be having a special! A 45% discount on all new accounts with Orders Now! Get it now!	www.ordersnow.com	Orders Now	✓	🟢 🚫
4	Timmy's Special	For the whole month of September, Orders Now will be having a special! A 45% discount on all new accounts with Orders Now! Get it now!				

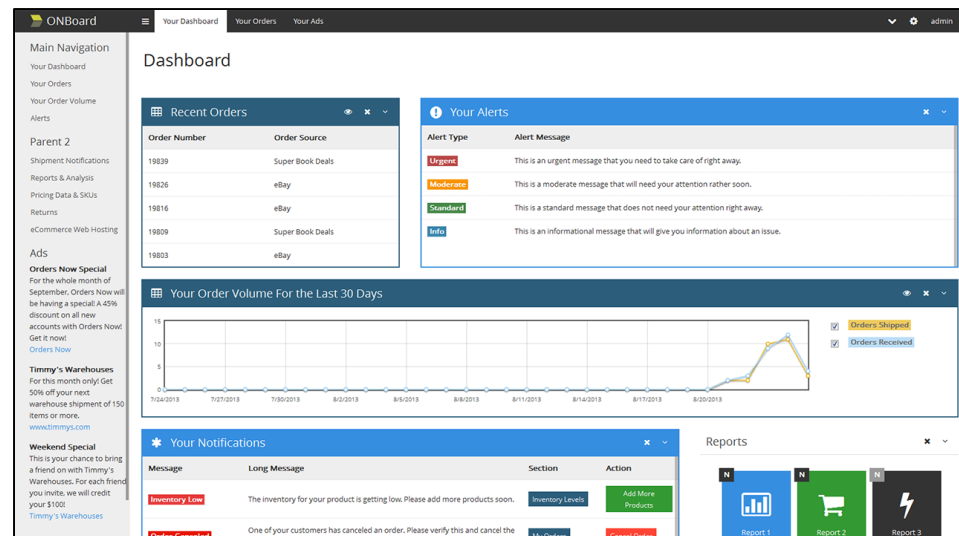


Message	Long Message	Section	Action
Inventory Low	The inventory for your product is getting low. Please add more products soon.	Inventory Levels	Add More Products
Order Canceled	One of your customers has canceled an order. Please verify this and cancel the shipment.	My Orders	Cancel Order
Return Request	One of your customers would like to return an item. Please take a look at this request.		



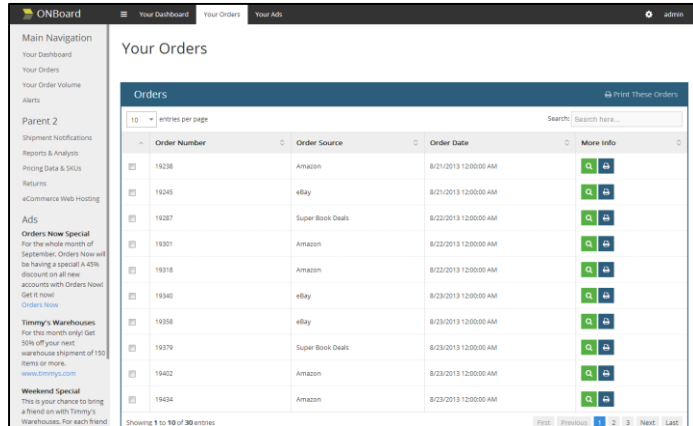
Step 4: Warehouse Integration

The Onboard Dashboard



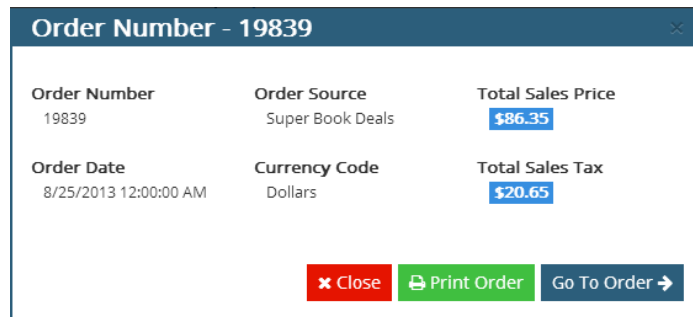
Create stronger connections with your customers by giving them reliable, real time data about their business.

Step 4: Warehouse Integration



The screenshot shows a web application interface for 'ONboard'. The main content area is titled 'Your Orders' and contains a table of orders. The table has columns for 'Order Number', 'Order Source', 'Order Date', and 'More Info'. The 'More Info' column contains icons for search and print. The table shows 10 entries per page, with the first 10 orders listed. The 'More Info' column contains icons for search and print.

Order Number	Order Source	Order Date	More Info
19238	Amazon	8/21/2013 12:00:00 AM	[Search] [Print]
19245	eBay	8/21/2013 12:00:00 AM	[Search] [Print]
19287	Super Book Deals	8/22/2013 12:00:00 AM	[Search] [Print]
19301	Amazon	8/22/2013 12:00:00 AM	[Search] [Print]
19318	Amazon	8/22/2013 12:00:00 AM	[Search] [Print]
19340	eBay	8/23/2013 12:00:00 AM	[Search] [Print]
19353	eBay	8/23/2013 12:00:00 AM	[Search] [Print]
19379	Super Book Deals	8/23/2013 12:00:00 AM	[Search] [Print]
19402	Amazon	8/23/2013 12:00:00 AM	[Search] [Print]
19434	Amazon	8/23/2013 12:00:00 AM	[Search] [Print]



The screenshot shows a detailed view of an order with the title 'Order Number - 19839'. The order information is displayed in a grid format. The 'Total Sales Price' is \$86.35 and the 'Total Sales Tax' is \$20.65. At the bottom, there are three buttons: 'Close', 'Print Order', and 'Go To Order'.

Order Number 19839	Order Source Super Book Deals	Total Sales Price \$86.35
Order Date 8/25/2013 12:00:00 AM	Currency Code Dollars	Total Sales Tax \$20.65

[Close](#) [Print Order](#) [Go To Order](#)

Simple Tools for the Customer

Track Orders & Returns

View Inventory Levels

Set-Up & Receive Alerts

Manage Shipment Notifications

Access Reports & Analysis

View Pricing Data & Search SKU's



Provide your clients with a fully customizable e-commerce platform & special offers all in one place!

Step 4: Warehouse Integration

Common Issues Resolved

Customers:

- Requiring web services or complex IT integration
- Adding sales channels
- Requiring direct connection online markets (Half, Amazon, Buy, ect...)
- With no technology
- Who have order information in formats that don't match any standard

Warehouses:

- That have limited or expensive IT support
- That have inflexible or limited WMSs
- That do not have a WMS

Hardware

1 server with the following specs to crunch the pricing data:

HP DL380 G7, 2 x X5650 CPU, 96 GB RAM, 1 TB local storage, 320 GB Fusion IO drive (PCI express, not SAS)

4 virtual machines hitting Amazon Web Services to get pricing data. These machines are each allocated ten public IP addresses. The program cycles through the IP addresses to increase throughput to Amazon, which throttles based on IP address.

[Specs on Fusion IO](#)

The ioDrive Duo can easily sustain 1.5 Gbytes/sec of read bandwidth and nearly 200,000 read IOPS.

Its performance metrics are as follows:

- Sustained read bandwidth: 1500 MB/sec (32k packet size)
- Sustained write bandwidth: 1400 MB/sec (32k packet size)
- Read IOPS: 186,000 (4k packet size)
- Write IOPS: 167,000 (4k packet size)
- Latency < 50 μ sec

The Tier Ranking System

Different venues and markets have limitations on how many times you can request API Information. To compensate for the limited bandwidth we built a tier system to speed up price matching.

The ranking system is determined by the business model which determines the ranking based on what other sellers are selling and the date the product was last sold.

The Tier Ranking System

Pricing Date	Venue	Tier	Items In Tier	Items Priced	# of times Tier Priced
12/16/2013	Amazon CA CA1	100	166,243	2,029,668	12.21
12/16/2013	Amazon CA CA1	500	60,837	1,402,372	23.05
12/16/2013	Amazon CA CA1	1000	300,414	1,352,270	4.50
12/16/2013	Amazon CA CA1	1500	62,258	1,018,893	16.37
12/16/2013	Amazon CA CA1	3000	871,694	672,925	0.77

- 5 different tiers (100, 500, 1000, 1500 & 3000)
- We are able to price more frequently
- Based off the combination of where you are and when was the last time you sold the item
- Products can jump tiers; promotion or demotion

The Leaking Bucket Algorithm

Leaking at a rate of 8 call requests per second and the bucket size can only hold 20 requests.

You want to keep the bucket full at a leaking rate.

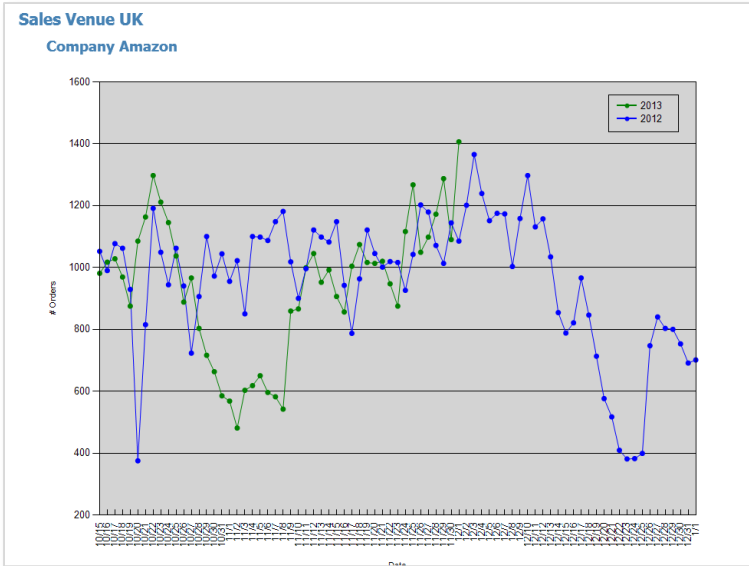
Because we are at the top of the sellers pole, we can call 8 times per second. When you start out you can only call 0.5 times per second. In each call there are 20 ISBNs.

1 day = 86,480 seconds x 8 calls x 20 ISBNs x 3 accounts = 41,510,400

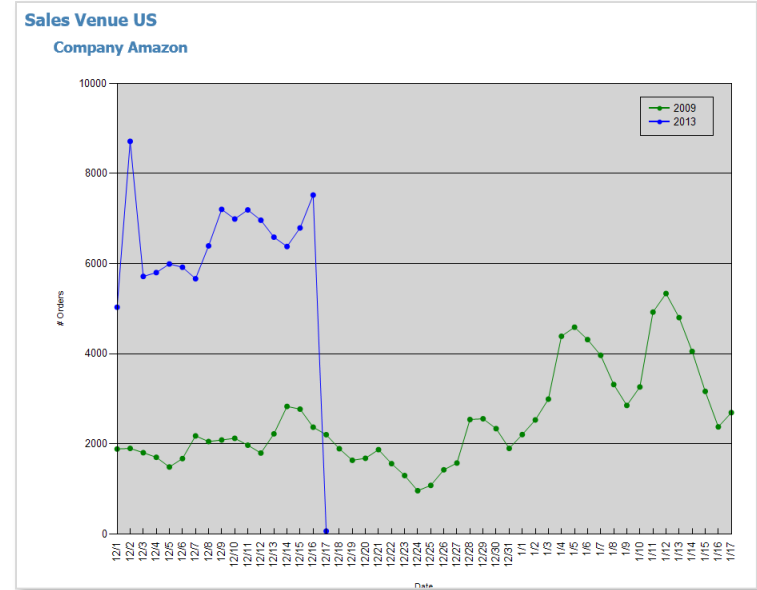
In one day we can price 250 million products across all venues and we haven't even hit capacity yet!



Order Volume Directly Depends on Pricing Performance



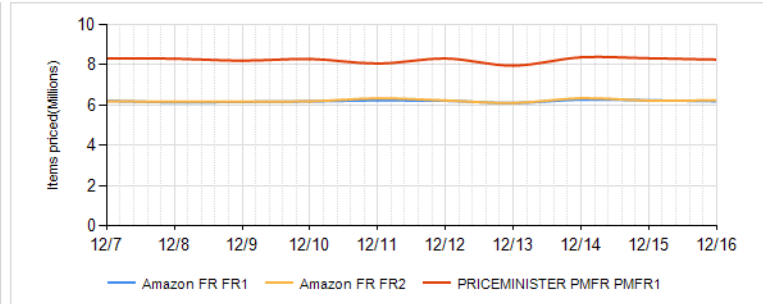
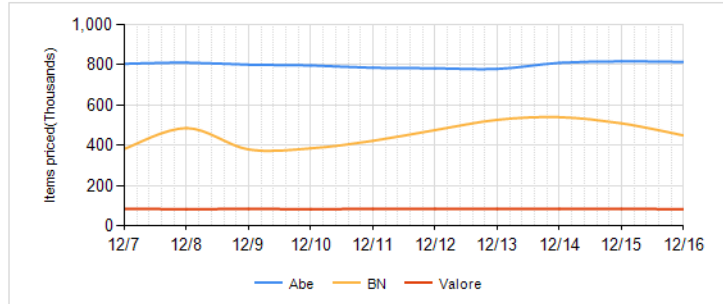
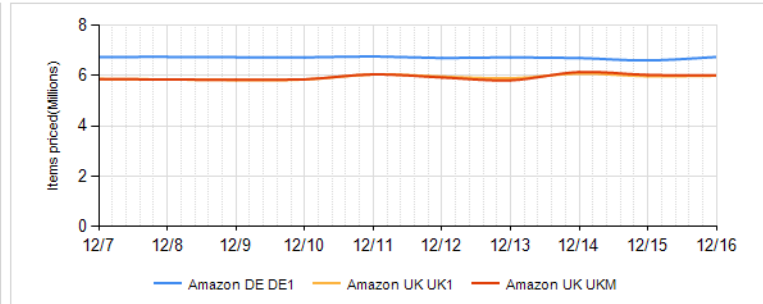
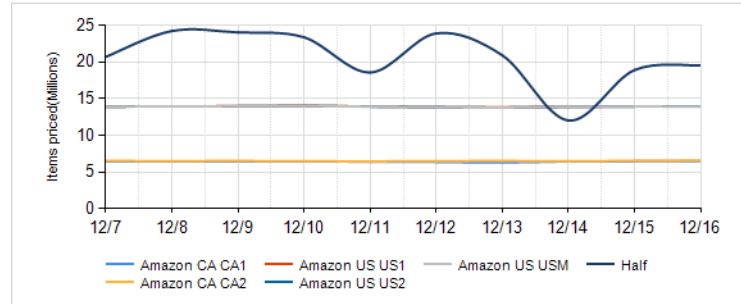
Dive related to the data collector sets issue.



Before the pricing tool was in effect, the # of sales weren't as high.

Pricing Performance

Selling Pricing Performance Report



Pricing Performance is the daily number of products that we price.

Shop by Department

Search Books

Go

Hello, Sign in Your Account

Try Prime

Cart

Wish List

Books Advanced Search New Releases Best Sellers The New York Times® Best Sellers Children's Books Textbooks Sell Your Books Best Books of the Month Deals in Books

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Trade In Over a Million Items for an Amazon.com Gift Card

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LOOK INSIDE!



Used offers for

Faust I (Paperback)

by Johann Wolfgang von Goethe, Andrea Komp

★★★★★ 1 customer review

[Return to product information](#) | [Have one to sell?](#) | [Every pu](#)

For holiday delivery information, check the "shipping res

Pricing Rule: To be one penny less than our competitors.

All New from \$8.00 **Used from \$8.66**

Show Offers with FREE Shipping by Amazon (0) | Sorted by: Price + Shipping

Price + Shipping	Condition	Seller Information	Buying Options
\$8.66 + \$3.99 shipping	Used - Like New 100% Money Back Guarantee. Ships from multiple US locations, will ship International. Unread copy in perfect condition, Pleas... » Read more	SuperBookDeals- ★★★★★ 91% positive over the past 12 months. (261,095 total ratings) In Stock. Ships from IN, United States. International & domestic shipping rates and return policy.	Add to cart or Sign in to turn on 1-Click ordering.
\$8.67 + \$3.99 shipping	Used - Like New Used - Like New Book from multilingual publisher. Shipped from UK in 10 to 14 business days. Please check language within Amazon's description	pbshop ★★★★★ 96% positive over the past 12 months. (192,362 total ratings) In Stock. Ships from United Kingdom. Learn more about import fees and international shipping time. International & domestic shipping rates and return policy.	Add to cart or Sign in to turn on 1-Click ordering.
\$8.77 + \$3.99 shipping	Used - Like New We sell used college textbooks. We ship M-F. Does NOT contain media (CD's,	aztbooks ★★★★★ 96% positive over the past 12 months. (757 total ratings) In Stock. Ships from CA, United States.	Add to cart or Sign in to turn on 1-Click



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