



## Marketworks Case Study

### Business Challenge

Product returns are an industry-wide challenge for consumer electronic companies, where returns can run 7 - 10% of sales for a manufacturer. In January 2003, Olympus took an innovative approach to handling their refurbished inventory.

Keith Swiderski, Business Development Manager, Olympus Internet Services Group was a strong proponent of eBay. Keith was sure Olympus could be successful selling reconditioned product on eBay based on his personal experience with the marketplace. "Most manufacturers are accustomed to selling this inventory through traditional channels at a tremendous loss," stated Swiderski. "I was convinced eBay could provide an efficient means to access a massive market interested in quality, refurbished product."

*"I was convinced eBay could provide an efficient means to access a massive market"*

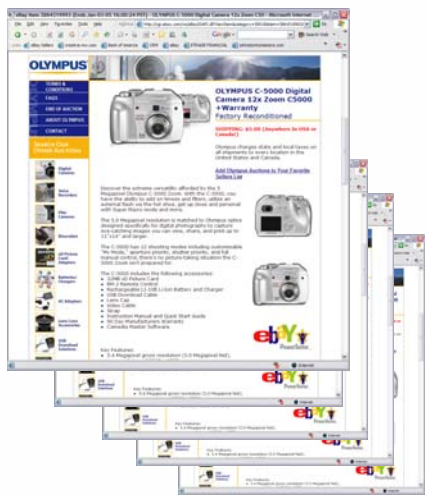
### Results Using Marketworks

Olympus wanted to grow its eBay business quickly and wanted to leverage best-in-class technology and eBay expertise to avoid wasting time and investing in internal infrastructure. After a competitive review, Olympus chose Marketworks based on its eBay experience, reputation in the marketplace and intuitive software solution.

In addition to integrating Marketworks software with the Olympus ERP platform (Olympus wanted to use its own checkout and CRM systems), Marketworks designed Olympus' eBay brand identity (eBay seller ID Olympusauctions) and listing templates and provides ongoing sales and technology support.

Olympus launched its eBay business within 30 days of selecting Marketworks and now successfully completes over 20,000 transactions annually on eBay. Today, Olympus enjoys selling prices well above what they were accustomed to from liquidation channels.

"We haven't yet reached the full potential eBay has to offer," says Swiderski. "We look forward to continuing to partner with Marketworks to capitalize on other growth opportunities," he added.



### Get Started

[sales@marketworks.com](mailto:sales@marketworks.com) 1.800.406.9260

*"Marketworks delivered the leadership and expertise to quickly scale our eBay business"*

### Company Background

With US operations based in Melville, New York, Olympus is a precision technology leader worldwide, designing and delivering innovative solutions in consumer electronics and healthcare. The company provides premier products for digital and film photography and serves healthcare and commercial laboratory markets with integrated product solutions.

### Why Marketworks?

- Reputation for outstanding customer service
- Comprehensive software feature set
- System integration expertise
- eBay experience

**marketworks**  
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Marketworks, Inc.  
Five Concourse Parkway  
Suite 2200  
Atlanta, GA 30328  
[www.marketworks.com](http://www.marketworks.com)

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