

CASE STUDY

## Squid and Data-Sleek Ink Deal to Transform E-Commerce Fulfillment

### Squid:

Leading Provider of Cutting-Edge Omnichannel Inventory and Fulfillment Services

The e-commerce sector projects a +9.5% year-over-year growth as consumer behavior rapidly shifts post-COVID-19. But that doesn't mean brick-and-mortar retail businesses are going away. The number of new traditional retail stores opening is growing. Squid helps retailers stay agile and data-driven through a cloud-based management system that synchronizes POS and ERP data with online inventories making it even easier to grow their business online and offline.

In the ultra-competitive U.S. retail market, with over 3 million businesses competing for \$1.1 trillion in annual sales, multi-channel selling isn't just an advantage - it's a necessity. But managing separate inventories, shipping logistics, and sales data across multiple platforms can overwhelm even the most ambitious retailers. That's where Squid comes in, offering a centralized, cloud-based platform that keeps inventory, orders, and fulfillment in sync. The retail landscape is ultra-competitive. In the U.S. alone, the retail sector spans over 3 million companies with annual sales totaling \$1.119 trillion. Survival of the fittest includes selling in-person and online across multiple channels. Studies show that companies using three or more sales channels see a whopping 251% increase in consumer engagement compared to single-channel retailers. Operating on a single channel puts retailers at a significant disadvantage.

Omnichannel selling presents unique challenges for both retailers and e-tailers. This is particularly true when engaging in complex tasks. Said tasks include managing separate inventories for each sales channel and navigating multiple shipping locations at once. Retailers must remain flexible to stay competitive.

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### The Problem:

#### Too Many Tentacles Tangle Squid's Data

Omnichannel retailers manage enormous volumes of data across numerous channels. This growing data volume made inventory and shipping management increasingly complex. Data overload hindered growth across all sales channels. However, diverse data structures and APIs required careful integration.

As Squid grew, it faced bottlenecks due to delays in data ingestion, sluggish pipelines, and access issues, risking its reputation for speed and reliability. The company needed a new data management system that could handle large data volumes while also providing value. Customers sought automation for multi-channel processes like order routing and inventory re-balancing. Squid aimed to create an intuitive UI for smaller retailers, but this presented a significant challenge.

Squid had taken its vision as far as it could go. Data challenges made providing timely and accurate service increasingly tricky. It knew it needed a professional team of data architects that could transform its data challenges into data victories. Squid—and its customers—depended on it.

### The Solution:

#### Squid Puts Ink to Paper with Data-Sleek

Squid recognized that mastering data was essential for growth and innovation, and they partnered with Data-Sleek to create a robust data backbone. The project enlisted Master-level students from UCLA Anderson's Business Analytics program for assistance.

The first major step was migrating Squid's data into a modern cloud data warehouse. The team designed a multi-layered schema with cleanly separated fact and dimension tables, allowing Squid to model its data more efficiently.

New dimensional modeling captured all of Squid's omnichannel data elements, from granular product inventory and customer orders to shipments and supplier integrations. Clear data hierarchies were implemented through snowflake schemas, enabling a custom dashboard for its customers. This streamlined dashboard view incorporated more elements into user dashboards that were previously unavailable.

The new system improved query times from minutes to seconds and optimized data reliability. Squid's advanced infrastructure allowed retailers to geo-route orders and enabled drop shippers to set custom SKU-level rules. Users can manage data accuracy rose to 99.9%, turning data into a true competitive advantage with a flexible inventory management system for omnichannel retailers.

## The Results:

### Squid Nets A Huge Success

Squid partnered with Data-Sleek to enhance its data infrastructure. Since then, its omnichannel retail management platform has achieved significant success. With a modern data warehouse and dimensional modeling, Squid offers users robust features and seamless connectivity across several popular online sales channels. Users enjoy varied upgrade options, from basic POS systems to a user-friendly, affordable inventory and fulfillment solutions. Pre-made dashboards help retailers track essential KPIs. These enhancements have increased customer satisfaction, boosted conversion and retention rates, and provided a unified view of multi-channel operations.

Implementing a more effective data management system also gave Squid the tools needed to succeed. Data-Sleek's solution reduced inventory management costs by an estimated 50%. Centralized data allows Squid to understand and monitor user behavior, providing a full-access view of business insights that drive decision-making.

"Data-Sleek's commitment to quality is unmatched," states Ron Peled, CEO of Squid. "Their business analysts provided us with an invaluable sales and fulfillment analysis report that will help us make some important strategic decisions."

## About Data-Sleek

Data-Sleek® is a consulting agency and a leading provider of comprehensive data management solutions. We specialize in data transformation, data migration, data integration, data architecture, data warehousing, and database consulting. Our commitment to client satisfaction empowers organizations of all sizes to unlock the full potential of their data assets. Data Sleek is a trusted partner of Fortune 500 companies, dedicated to innovating and revolutionizing the way you do business.

The results are evident, happier customers and increased conversion rates. Squid's focus on excellence, strengthened by Data-Sleek's partnership, makes data management a key competitive advantage. KPI's enhanced by this partnership include:

- **25% increase**  
in customer conversion and 28% in client retention.
- **50% reduction**  
in inventory management costs
- **99.9% data accuracy achieved**  
Improved automation and streamlined pipelines cut costs in half.
- **3x increase in visible KPIs per customer dashboard**  
Dashboards now provide significantly deeper performance insight by SKU, channel, and fulfillment status.
- **Query latency reduced by over 95%**  
Former queries that took minutes or failed are now resolved in under 3 seconds.
- **Significant increase in customer conversion and retention**  
Attributed to faster infrastructure and improved analytics tools (specific percentages not disclosed).
- **Real-time synchronization of all inventory and order data**  
Across multiple platforms, enabling timely updates and order accuracy.
- **100% elimination of data lockouts**  
Previously inaccessible datasets are now fully available and queryable.
- **SKU-level dropshipping automation**  
Custom fulfillment rules now deployable per SKU for greater control and efficiency.
- **Geo-routing fully optimized for fulfillment operations**  
Orders are routed based on real-time proximity and stock levels, improving speed and cost-effectiveness.

Ready for your own success story?

Learn how Data-Sleek makes data management easy.

Contact us to learn more about Data-Sleek and how we can help drive actionable results with your data.

[Book a Free Consultation](#)



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