Sheridan®
CJK GROUP

Sheridan POD and Amazon

Automated Direct Fulfillment from Sheridan PA

Amazon is a globally recognized powerhouse for publishers. And now, publishers have the option to utilize Sheridan Pennsylvania as an Amazon distribution center for print-on-demand titles.

A Truly Direct Solution

And, an approach that makes sense. Sheridan takes on the responsibility of managing a virtual warehouse vs. the publisher managing and providing physical inventory to Amazon. Sheridan produces books on-demand and fulfills the orders directly to the Amazon consumer, while Amazon covers the shipping costs and customer service. This innovative workflow delivers several significant benefits to the publisher:

- Save time and labor by compressing the supply chain - eliminate the continual receiving and shipping of books (Sheridan is the print producer *and* distribution center).
- Reduce working capital with a zero-inventory model.
- Eliminate the cost of transporting books to Amazon.
- Ensure products are never out of stock.
- Allow Amazon to handle customer service and all shipping costs.
- Eliminate the dependency, storage costs, and penalties associated with Fulfillment and Distribution Centers.
- Dramatically reduce book returns; each is produced to fill a specific request.
- Reduce the carbon footprint.
- Gain greater sales exposure by making the full complement of titles available.
- Secure Amazon's designation for all books in the program (better product discoverability).

Amazon benefits from this model too, increasing aggregation by selling products without the need to house physical inventory, reducing their cost of operations, and empowering their sellers.

Sheridan's Amazon Direct Fulfillment model is a fully integrated, automated process of system-to-system signaling.

Here's how it works:

1. The Publisher receives the Amazon Direct Fulfillment orders from Amazon.
2. The Publisher captures these orders in their system.
3. The Publisher sends the orders to Sheridan via Sheridan Select™. Sheridan Select POD becomes your Amazon-compliant warehouse.
4. Sheridan processes the Amazon orders as POD.
5. Sheridan automatically generates a dynamic Amazon-branded packing slip using data from the order feed. This packing slip is included in the Amazon customer's order.
6. Sheridan ships the orders via Amazon's 3rd party shipping account number.
7. Sheridan sends an Amazon-compliant advanced ship notice (ASN) signal to the publisher and/or Amazon, completing the transaction.

This highly successful workflow is yielding increased POD orders year over year for our publishers.

Sheridan's Amazon Direct Fulfillment process is a proven, sophisticated solution—positioning publishers to net more business and achieve a smart, efficient, and expedient workflow, while effectively removing the burden of managing inventory through Amazon.

Talk to your Sheridan representative today about this smart, effective process.