

API Integration

Challenge:

A leading **global distributor** was experiencing increasing customer demand for long-tail and hard-to-find electronic components—parts that are critical but not frequently ordered. These components are difficult to stock due to their irregular demand and high inventory holding costs.

The distributor wanted to expand their offering to include these parts without tying up capital in slow-moving inventory. They needed a solution that would allow them to serve niche customer demand while avoiding upfront investment, storage costs, and operational complexity.

The Solution

To meet this challenge, the distributor partnered with Waldom and implemented a seamless API integration. This allowed Waldom's extensive inventory to be virtually added to the distributor's system and offered to customers as if it were their own.

With this API connection, the distributor could:

- Instantly display Waldom's available stock and pricing in their e-commerce and sales systems
- Offer same-day shipment on Waldom parts without owning the inventory
- Avoid the financial risk of overstocking infrequently ordered items

Implementation Highlights

- At Launch: 20,000 Waldom parts were integrated into the distributor's platform
- Today: Over 220,000 components are listed and available through the API connection
- All parts appear in real-time with accurate availability, pricing, and shipping lead times

Results

- 220,000 parts successfully integrated and made visible to end customers
- \$5 million in incremental sales generated in just the first year of the partnership
- 6,000+ sales lines fulfilled through Waldom inventory, meeting demand that would have otherwise gone unserved

220,000+

**PARTS SUCCESSFULLY
INTEGRATED**

\$5 MILLION

**INCREMENTAL SALES
GENERATED**

6,000+

SALES LINES