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Marketplace aggregator Seller Dynamics goes on general release

Seller Dynamics the marketplace management service provided by Objective Associates Limited, based in Stirling, Scotland, has went on general release following its highly successful Beta trial phase. The system allows retailers to list on multiple marketplaces such as Amazon and Play.com from a single touch point, automating and streamlining many of the processes involved including price and stock adjustments.

Fraser Ingram, Technical Director with Objective Associates, commented, "The feedback during Beta was extremely positive, it was very rewarding to see the system work so well and so reliably from day one of the Beta. With us now out of Beta we can look forward to bringing on board many more retailers who need a system that delivers results in such a dependable way".

With online retail growing at rates of 13% in the UK and 30% in Latin America, systems which provide retailers with listing and automated price management facilities are essential for those who want to see their business flourish.

Ingram added "It's been fascinating watching Seller Dynamics manage price and margin, but it's been particularly satisfying to see the sales levels increase for the retailer. In the end its all about ensuring retailers get increased, profitable sales."

Online retail is set to hit new levels in the UK this year with it expected to exceed £70Bn. With the UK High Street continuing to shrink it's clear that retailers seeking growth are increasingly shifting their businesses online or seeking to maximise their online sales if already there. With the growth in Amazon, Play and eBay it is more than apparent that selling through marketplaces is now one of the most effective ways to enjoy growth.

About Objective Associates Ltd

Objective Associates Limited are a leading software and web development agency based in Stirling, Scotland. The company offers Seller Dynamics on a commission based model together with a modest set up fee.

Formed in 2002 the company has significant expertise in the design and development of robust and scalable software systems utilising the Microsoft Platform and related technologies.

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