

Sterling Forever Improves Inventory Accuracy with Descartes Sellercloud

STERLING FOREVER

Sterling Forever is a fast-growing jewelry ecommerce company selling across wholesale, direct-to-consumer, and dropship channels with major retailers. Managing a large and expanding catalog, the company needed to maintain accuracy and control while scaling operations.

As order volume and SKU count increased, limitations in its previous system created operational strain. Inventory accuracy was inconsistent, reporting lacked depth, and the team had limited visibility into profitability. Sterling Forever needed to centralize operations, improve accuracy, and scale without increasing risk.

“After we were fully onboarded with Sellercloud, it was almost like a deer-in-the-headlights moment because I had never had access to so much data in a single, consolidated place”

Alex Boellner

Head of Operations & IT, Sterling Forever

Company Profile

Sterling Forever

Descartes Solution

Descartes Sellercloud™

About the Client

Sterling Forever operates across wholesale, direct-to-consumer, and dropship channels with major retailers. The company manages a rapidly expanding catalog of fashion jewelry and relies on efficient inventory and order management to support growth.

For more information, please visit www.sterlingforever.com

Quick Overview

Challenge

Scaling order volume and SKU growth without reliable inventory accuracy or profitability visibility .

Solution

Centralizing orders, inventory, and reporting in a flexible, customizable ecommerce platform

Results

- Up to 80% Fewer Order Issues
- Scaled to Thousands of Orders
- 15,000+ SKUs Managed
- Stronger Profitability Control

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Challenge: Inventory Inaccuracy and Limited Operational Visibility

Before implementing Descartes Sellercloud™, Sterling Forever struggled with unreliable inventory data and limited reporting capabilities. Its previous system could not keep pace with growing order volume and SKU expansion, making it difficult to maintain operational control.

“Before Sellercloud, we used a different order and inventory management system. The inventory accuracy was not nearly as strong as it is with Sellercloud, and product would go missing or wasn’t being tracked properly,” explains Alex Boellner, Head of Operations & IT at Sterling Forever.

Order issues were frequent, with 10 to 15 orders per day impacted by stock discrepancies, unknown SKUs, or fulfillment delays. At the same time, rapid growth across channels increased complexity, making it harder to track profitability and performance at a granular level.

Solution: Centralized, Flexible Ecommerce Operations

Sterling Forever implemented Descartes Sellercloud as a centralized platform to manage orders, inventory, and reporting. The system created a single source of truth while allowing the team to customize workflows to match their operations.

“In ecommerce, no two companies are the same. Many software solutions have a one-size-fits-all approach - the software does this process this way. With Sellercloud, you have the ability to change almost every step of the process,” says Boellner.

With all data in one place, the team gained immediate visibility into performance. Reporting tools enabled detailed tracking across SKUs, channels, and orders, helping the business make faster, more informed decisions.

“Sellercloud lets you control, automate, and filter orders and inventory in hundreds of ways, so you can set up custom workflows, filters, and reports, and analyze profitability based on almost any data point you need.”

Automation reduced manual work, improved consistency, and helped the team manage increasing complexity without adding overhead.

Results:



Up to 80% Fewer Order Issues

Order errors dropped significantly, reducing daily disruptions and improving accuracy.



15,000+ SKUs Managed

Expanded catalog with stronger inventory control across channels.



Scaled to Thousands of Orders

Order volume grew from hundreds to thousands per month without added complexity.



Stronger Profitability Control

Clear margin visibility and automated checks improved decision-making.