

Online product sourcing site unveils bargain stock feature at discounted rates

'eBay for resellers' is launched by IT Dealer

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Channel sourcing company IT Dealer has launched a "bargain stock" feature on its site that enables VARs to source returned products and end-of-life stock at discounted rates from distributors.

The site already allows VARs to check the availability of new stock from almost every distributor in the country; and now VARs will be able to make an offer to the distributors on kit that has either been returned or is end-of-line, Rickie Sehgal, managing director of IT Dealer, told CRN.

"The distributor has to declare what is wrong with the stock, whether the box is damaged, there are missing manuals or it's end-of-line, and then there are five categories of warranty the distributor can offer on the bargain stock," he said.

"There is also a place on the site for photos, so the distributors can show exactly what is wrong with it. The reseller can then make an offer



The screenshot shows the IT Dealer website interface. At the top, there is a navigation menu with links for Home, Quote Basket, About us, Contact us, Career, and Logo. Below the menu is a search bar with a 'Search' button. The main content area features a section titled 'Bargain Stock Suppliers List' with a search box to its right. Below this is a table with two columns: 'Supplier Name' and 'Last Updated Date'. The table contains three rows of data.

Supplier Name	Last Updated Date
BELLMICROCM	30-07-2007
HIREIT	30-07-2007
NAMBER	30-07-2007

IT Dealer: VARs will be able to make an offer on kit that has been returned or is end-of-line.

directly to the distributor for the stock – it's like eBay for the channel."

Sehgal said that returned stock is often expensive for the distributor to keep hold of and then reship somewhere else. "Holding returns just decreases margins on the stock and takes up space," he said. "With

this site, distributors can expose this stock to the very community who would be buying it anyway. VARs like the fact they can make an offer on it, which means hopefully they can also make more margin."

Dan May, operations director at VAR Ramsac, said it is not something his firm uses, but he can definitely see a need for it in the channel.

"Most of our customers have longer-term purchasing strategies, but it is a good idea for the smaller businesses, which can pick up a real bargain," he said.

"It will be like eBay though, in that sometimes VARs may get a great deal, and other times, not such a great deal, depending on timing. Dell has a similar shop, called Dell outlet, where it sells its own end-of-line or damaged stock and I know a few resellers who have got real bargains from this." **CRN**

IT Dealer's stock is on the rise
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