Q&A with Parag Mamnani, Founder and CEO Webgility providing Multichannel eCommerce Solutions for Automating and Optimizing Small Businesses by Unifying Accounting, Shipping and Inventory and making Workflows more Efficient

Parag Mamnani
Founder & Chief Executive Officer

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Interview conducted by:
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CEOCFO: *Mr. Mamnani, what was the vision when you founded Webgility®? What is your vision today?*
Mr. Mamnani: When I first got started it was actually quite simple. It was to help figure out for small businesses that were selling online, how we could really help them optimize their operations and how we could help them with all of the data that they have in their back office. Today, the evolution of that vision has been to really find a way to make it easier for them to run their business; whether it be by connecting all of the systems that they have or by automating a lot of their manual data entry efforts. It is really all about making it easier for small businesses that are running online and to make their workflows more efficient.

CEOCFO: *Do many businesses understand where they are falling short? Are they able to identify their problem areas so that you can help them or do they just know that things are not running well and maybe turn to you for help?*
Mr. Mamnani: Most businesses do not necessarily know where the inefficiencies are. They are just so overwhelmed by the amount of manual effort they have and their lack of insight. Therefore, they start with a pain point of not knowing and seeing so much effort being expended on day-to-day back-office tasks. Then they come to us specifically to solve for some of those pain points. Most of them can identify their top one or two trouble areas. For example, it might be their bookkeeping and their accounting where they are really not sure what is going with their financials on a day-to-day basis. It might be their inventory and order tracking, where on a daily basis they do not have a sense of how their overall performance is and what is going on with all the orders that are coming through. Or it might be with fulfillment—they might be falling behind on closing out their orders and really moving their business forward. Oftentimes they do not know all of the challenges they face, but depending on the time of the day or the month or the year, they have different challenges and they come to us for help.

CEOCFO: *How do you work with a company that does not know what is wrong? How do you identify what might work for them and then how do you help implement the plan?*
Mr. Mamnani: The first thing we try to do is really get an understanding of what their business operations and the back office looks like. Therefore, we try to understand their technology stack. Where are they selling, what systems do they currently have in place, what their workflows look like today, and where they are seeing a lot of those inefficiencies. Based on those systems and our learnings, we have a product called Unify and it comes in a variety of plans. We are then able