

Alloy Helps Companies Track Their Products in the Age of Amazon

As consumer-product makers juggle multiple retail channels, Alloy has raised \$12 million to provide them with more supply chain insights

By Cat Zakrzewski

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In the shadow of Amazon, companies are under more pressure than ever to quickly respond to consumer demand. Alloy Technologies Inc. aims to give its merchants better insight into their inventory and their sales.

Alloy has raised \$12 million in Series A funding led by Menlo Ventures, bringing its total funding to \$15.3 million. 8VC also invested in both the company's seed and Series A rounds.

The company builds supply chain-tracking software for consumer-product makers, ranging from large companies to consumer startups. Veterans of investment management platform Addepar launched Alloy in 2016 when they realized many of the methods businesses use to monitor their supply chain were antiquated as companies are racing to fulfill orders faster than ever before. "People have gotten really good about that last-mile problem," Alloy Chief Executive Joel Beal. "The rest of your supply chain hasn't caught up to that."

For example, Eero Inc. sells its home Wi-Fi system on its own website, on Amazon.com and in retail stores such as Best Buy and Walmart. Eero was tracking its inventory using Excel spreadsheets. In the fall, Eero began using Alloy. Alloy has given his company better data about its inventory, which is essential when talking to retail partners, Eero Chief Executive Nick Weaver said. "When we come to the table with data and information, it helps us build rapport and build credibility," Mr. Weaver said. Menlo Ventures Partner Matt Murphy, an investor in InsideSales.com, said he was looking for other artificial intelligence companies and thought retail was attractive because so much money is at stake. He said he courted Mr. Beal for two years before pre-emptively investing in Alloy, and even then other investors were breathing down his neck. "It's the most competitive it's ever been," Mr. Murphy said.

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