

What Pentagon Connect Is

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Purpose & scope

There's no single Confluence page called "Pentagon Hub" — this page instead pulls together the product-overview material that's scattered across a few pages (How It Works, Hemi GTM) plus the current internal facts on platform structure, pricing and roadmap, into one place that answers "what is Pentagon Connect?" for anyone new to the product. For the full integrations list, see "Active Marketplaces and Connectors"; for exact API/connector behaviour, see the per-marketplace Feature & Process Guides (e.g. TikTok Integration – Feature & Process Guide).

This page is now the single source of truth for "what Pentagon Connect is and how it works." The "How It Works" and "Pentagon Connect" pages point here rather than repeating this content.

What it is

Pentagon Connect (internally called **Hemi**) is We Are Pentagon's ecommerce multichannel and order-management platform. It's built for brands and sellers with complex catalogs — fitment data, thousands of SKUs, multi-warehouse fulfillment — who are drowning in point solutions as they expand into new sales channels.

It competes with Rithum (ChannelAdvisor + CommerceHub), Linnworks, ChannelAdvisor, Mirakl, and Sellercloud.

How it works

The product is built around three stages, each removing a manual, platform-by-platform task:

- 1. Connect Channels.** Pentagon Connect links directly into a seller's existing ecommerce ecosystem via secure API integrations — Amazon, Walmart, Shopify, TikTok Shop, eBay and more. Access is authorized once; there's no manual data pulls or CSV uploads. Products, inventory, orders and messages then sync automatically, creating a single source of truth across every channel and near-real-time data consistency.
- 2. Publish Listings.** Product listings are built once, centrally — titles, attributes, images, pricing — then automatically mapped to each marketplace's own requirements, validated against that channel's listing rules, and pushed out (price, stock, content) to every connected channel simultaneously. This is what lets a seller launch thousands of SKUs in hours instead of weeks, while avoiding listing rejections and keeping branding/product data consistent everywhere.
- 3. Manage Orders.** Every order from every connected channel lands in one unified dashboard. Routing rules decide how each order gets fulfilled — sent automatically to a warehouse, FBA, a 3PL, or an internal fulfillment team — with status, shipments and exceptions tracked in real time. This

removes manual order handling and copy-paste errors, and lets order volume scale without adding headcount.

Core platform

Pentagon Connect is built on AWS around three pillars:

Pillar	What it covers
Listings Management	Bulk listing operations, AI-assisted listing optimization, price/stock sync across channels
Order Management / OMS	Unified order dashboard, rule-based routing to FBA/3PL/warehouse, shipping label automation, inventory ledger
Integrations Hub	29 active / 9 inactive marketplaces across 38 listings, 13 active connectors, 2 active couriers — see "Active Marketplaces and Connectors" for the full current list

Modules

Add-on modules that extend the core platform:

- **AI Listing Builder** — AI listing optimization (via DeepSeek models)
- **Drop Shipping Module**
- **Advanced Order Routing**
- **Open API**
- **Invoicing** — automatic invoice/credit-note generation on order status changes

Services

Beyond the software, Pentagon Connect offers:

- **Strategic Account Management**
- **Customer Service** — managed buyer support
- **TikTok Affiliate Marketing**
- **Listing Content Service**

Key Benefits

- **Lower software stack costs** — up to ~30% reduction by consolidating listings, orders and helpdesk into one platform instead of separate point solutions
- **Faster channel launches** — up to ~12x faster rollout onto a new marketplace (e.g. Puma's full TikTok Shop catalog launched in two weeks versus the 4–6 months other listings tools typically

take)

- **Near-zero fulfillment errors** — from consolidated, automated order routing instead of manual, platform-by-platform handling

These figures are carried over from earlier product-marketing material; treat them as directional rather than independently verified.