MSR Distribution
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MSR Distribution Product Feed Overview

The purpose of this document is to provide an overview of our product feed system and how MSR Distribution customers can benefit from it.

Utilizing our product feed gives a retailer access to all our current inventory, automatically. Customers will be able to shop their website 24/7 and see what's available. Through dropship, a retailer can sell to anyone anywhere in the country and have the order processed automatically through the MSR website. Processing orders manually can result in data entry errors and high demand products going out of stock before the order can be placed manually.

Our product feed consists of two components. A File Transfer Protocol (FTP) system, and an Application Program Interface (API) system. These systems provide access to MSR Distribution product information, such as SKU, descriptions, pricing, categories, and inventory counts. In order to automate utilization of these systems, a retailer would need to arrange for the integration of these services into their website. Retailers who utilize services such as SiteBiz, Ammo Ready, Gear Fire, etc. need to contact their provider and request access to our product feed. We are currently working to develop relationships with these types of businesses.

FTP System

In layman terms, this is like a shared folder where we grant access to retailers in order to see our data files. There are several files containing full product data, price data, and stock quantity data. The stock quantity file is updated every 5 minutes in order to provide accurate stock data. Retailers must request access to the FTP file server and will be provided with login credentials on approval. The files can be accessed through a web browser, through an FTP client application, or through an automated process the retailer implements on their site.

API System

An API permits two applications to speak to each other or interact with each other. For our purposes, we've designed the API to permit retailer websites to pull product information from us, and push order information to us. The API system provides a web portal that the retailer can log into to check products and orders. They can also just check their account on MSR Distribution, as all orders are entered into the MSR website under their account. We have a testing environment setup where the retailer's IT or web development team can test their integration.

Using the API or FTP Systems

Please understand that these systems require modifications to the retailer's website in order to use these services. Generally, this will need to be performed by a web developer or other IT professional familiar with the framework the retailer's website is built on.

Product Feed Portals

As noted above, the FTP system can be accessed through a web browser, at https://feed.msrdistribution.com Note that credentials are required in order to access files.

The API portal can be accessed at http://integration.k-var.com/MDF/Login (testing environment) and http://gps.k-var.com/MDF/ (production environment). Documentation for the API system (testing portal) can be found at https://msrdistribution.com/apiv1.html

Dropship

The API system supports the ability to mark an order as a dropship order. This means it will still be under the MSR Dealer account on the MSR website, but the shipping address will be to their customer, or the customer's chosen FFL dealer. Please also note that dropship orders do not qualify for the flat rate shipping fee. Rather, they are charged shipping rates like a retail website. Shipping charges are explained in the terms and conditions. Also note that dropship orders that contain FFL and non-FFL items will be split into separate orders, with the FFL items being sent to the designated FFL, and the non-FFL items shipped to the retail customer's address as provided.

Requirements

In order to be granted access to our product feed, the following is required:

- Must be an MSR customer with an active account in good standing
- Sign and submit our Product Feed Terms and Conditions
- Request FTP and/or API access. Retailers can create an account at the API portal and await activation.
- **IMPORTANT**: We will use the same login username for the retailer's website account on MSR, the API portal, and the FTP server. The API will use the login name to find the appropriate account on the MSR website, which is why these two systems must match. They do not need to use the same password.
  Example: When logging into https://www.msrdistribution.com/, if you enter MyGunStore into the username field, then MyGunStore MUST be the login username for the API.

Contact

Please have all requests for information or assistance use feed@msrdistribution.com