



ACCTivate! and QuickBooks helps Aidan Gray Home manage their successful growth

Aidan Gray leverages technology to improve and increase productivity

"The productivity gains from ACCTivate! have at least doubled our productivity. ... ACCTivate! more than paid for itself."

Shelia Butler
COO
Aidan Gray Home



SUCCESS STORY

Aidan Gray Home

AT A GLANCE:

Customer: Aidan Gray Home

Location: Farmers Branch, TX

Industry: Home Décor & Furniture

Business Challenge:

Their increased growth called for a better way to manage customers, orders, inventory and their business overall.

Solution:

ACCTivate! Distribution & Inventory Management System and QuickBooks

Results:

- Great productivity gains
- Simple and quick credit card processing with QBMS integration into ACCTivate!
- Better customer service

Customer Profile

Aidan Gray Home of Farmers Branch, Texas is a new and fast-growing player in the home décor and furniture business.

The concept for Aidan Gray Home started in 2003 when company founder, **Randal Weeks** turned his passion for home décor and product design into a company partnership with his wife Sally, and graduate school classmate Shelia Butler.

The Aidan Gray Line, which includes **décor, lighting, candlesticks, garden and furniture**, represents designs and authentic products that exhibit "European Grandeur".

Business Challenge

The first two years of business saw tremendous growth. They were processing large volumes of orders and in need of a robust CRM system to quickly respond to customers.

"We started with **QuickBooks** and tried to make it work for us. It was **great for financial information, however, it quickly became apparent that we needed a better way to handle customers, orders and inventory,**" said Butler.

Also, a majority of their payments are processed via credit card.

This can prove to be challenging because "**We don't bill the credit card until the order is ready to ship, which can be a couple of months after the order is placed,**" explained Butler.

The sheer volume of credit card processing was becoming overwhelming. They got to the point where they considered hiring someone full-time just to process credit cards.





Solution Overview

"We needed a fast and integrated way to process credit cards and a system smart enough to coordinate it all," said Butler.

ACCTivate! was the answer. Sheila purchased the system in December 2005 and implemented it on January 1, 2006.

"We worked hard and got it up and running pretty quickly with no major hurdles," said Butler.

Business Benefits

Since ACCTivate!, their productivity gains have doubled and the system has replaced the need to add more staff.

They greatly benefit from the standard integration of ACCTivate! to **QuickBooks Merchant Service (QBMS)** credit card processing. They simply enter the card in ACCTivate! and it is automatically processed online.

Butler commented, **"This is amazing! We have seen a much lower error rate, time savings and serious productivity gains. It's better all the way around."**

They've also seen dramatic improvement in the ability to respond to customer needs.

"I can quickly see any action item like a customer service issue or complaint that we're working on. I'm never caught by surprise anymore."

The team at Aidan Gray exemplifies the hard-working entrepreneur who knows how to leverage technology to improve and increase productivity.

They knew they needed a system that didn't just process credit cards or help manage orders. They sought out and purchased a system that helps them manage their business. ACCTivate! and QuickBooks working together have met their needs and provide them with a powerful and affordable solution.

"ACCTivate! is a great program for the price. It does everything that we need and is very adaptable for a wide variety of businesses. We love that it integrates to QuickBooks and QuickBooks Merchant Services so well. It's been a very good investment for our company."

Shelia Butler
COO
Aidan Gray Home

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