

## fast facts

### Company

The Tobacco Barn

### Location

Orange County, California

### Background

A new-age online cigar store merged with a traditional mom and pop pipe shop in Southern California.

### Challenges

Streamline the merger of the two companies from different eras, one of them run with pen and paper. Maintaining accurate financials to run the business effectively. Managing inventory without the need to carry excess.

### Results

Three websites and a brick-and-mortar store were consolidated into one seamless operation, resulting in increased sales and 2 hours per day saved on order processing.



## success story: The Tobacco Barn

Atandra's solutions for this 78-year-old cigar shop streamlines sales between 3 web sites and a brick and mortar store and facilitates inventory management.



“With four partners managing different aspects of the business, we needed systems in place to get financials of our business...”

- Michael Gibbs, Partner

## background and challenge

When the principals of CigarTailor (an online private-labeled cigar service) had a successful 2-year run online, they were looking to expand. Tobacco Barn, a 76-year-old pipe shop in Orange County, California, was a cigar lover's paradise, with a world class collection of cigars, pipes and lighters.

While the principals were sure they had spotted a gem, they knew they had to climb uphill. The mom and pop shop was run with pen and paper. “With 4 partners managing different aspects of the business, we needed systems in place to get financials of our business”, said partner Michael Gibbs. “Besides, we did not want to maintain two sets of inventory, we wanted to avoid overbuying.”

## solution overview

With an established website, Tobacco Barn looked for a Point of Sale solution to put in their retail store. The partners were already familiar with QuickBooks accounting. They turned naturally to QuickBooks POS. The easy to use interface and attractive hardware/software bundle only made their decision easy.



Mike Gibbs knew that the POS solution had to work with their existing ecommerce system for seamless inventory management. Mike had been overseeing back office operations for the website, so order processing was another area to automate. Unsure if he would find a solution that would meet all their needs, Mike was preparing to setup an ecosystem where solutions would co-exist. The Eureka moment came when he spotted Atandra's T-HUB solution.

*"T-HUB had all the features we could ask for – inventory sync between online and retail store, import online customers into POS so we have one common customer base and automate order fulfillment. Finally we were able to unite our entire inventory. And the price seemed very reasonable for all that it offered."*

The reviews from other T-HUB users prompted Mike to register for a free trial of T-HUB. *"Atandra's customer service and technical support was outstanding. I was very impressed with the rapid response I got to my questions."* At Tobacco Barn, T-HUB is set on auto-pilot mode; online orders and customers are downloaded automatically into POS as if they were sales at the retail store. Since T-HUB moved all the data from online orders accurately into QuickBooks POS, Mike and his partners were now able to use the reporting features in QuickBooks POS.

## benefits

Tobacco Barn indeed has an ecosystem now. As a result, they could consolidate 3 different websites and a brick and mortar store into one seamless retail operation. They save about 2 hours per day on order processing.

But Mike values T-HUB even more because it made inventory management possible. *"After T-HUB, we are carrying 30% less inventory. We now use re-order levels in POS and they have a meaning."* Mike knows well, because excess inventory is a common challenge amongst independent retailers. Between all the partners, they save about 15-20 hours a month because they get accurate financials and management reporting from QuickBooks POS.



Tobacco Barn has scaled their business significantly. *"ROI is more than justified—we have consolidated 3 web sites, achieved increased sales and have a better control of inventory."*



For more information, visit:

Atandra  
[www.atandra.com](http://www.atandra.com)

QuickBooks POS  
[www.intuit.com](http://www.intuit.com)

Tobacco Barn  
[www.tobaccobarn.com](http://www.tobaccobarn.com)

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