

SUCCESS STORY

IAM - Instant Hosted ECommerce Web Store

Exclusive live QuickBooks link, hosted for you, supports 30,000+ products, unlimited categories, full customer account history, real time inventory. Price: \$500.00



Customer:

R&R Distributors

Location:

Jacksonville, Florida

Industry:

Pet supplies

Business Challenge:

R&R Distributors required an eCommerce system integrated with QB for both wholesale and retail online stores plus channels like Amazon. Robust to handle 20,000+ items too!

Solution:

Multi-storefront system and highly detailed integration combined with Amazon integration.

Results:

Tremendous time saved with wholesale orders collected and entered automatically. Increase in retail sales with top SEO rankings and Amazon Integration!

"Without the seamless integration IA Modules has done, we simply could not keep up." - Robert Richendollar, www.rrdist.com, www.globalpets.com

Customer Profile

As a wholesaler to pet stores, R&R distributors frequently had long and lengthy orders which often exceeded 100 item lines. Taking dictation of orders over via phone, fax and emails and then hand entering them was error prone and consumed tremendous staff time.

Business Challenge

With strong wholesale sales, in 2003 R&R Distributors decided to adopt an online wholesale store that would securely limit access from the public and integrate to QuickBooks. One requirement was that orders be entered as detailed as he would have done himself. This was not long after the IDN formed, and that was when he found **one of the very first Intuit Developer Network partners, IA Modules.**

Solution Overview

With IA Modules, dozens of lengthy orders a day were collected and entered automatically with high quality. R&R Distributors staff, now free of mundane data entry, was able to look to new possibilities. Using IA Modules revolutionary ability to host multiple online storefronts, R&R Distributors was able to launch and maintain several retail sites. "We didn't have to setup our products again. We were able to use several domain names and unique designs on each. Some have items the others don't, have different pricing and promotions. Many of our items rank at the very top of Google. **We are extremely competitive thanks to the possibilities IA Modules brings us.** Among all our online stores and QB and Amazon, we never have to say the same thing twice. It's an elegant system that all works together."

Business Benefits

The Amazon system completely automates orders, shipping confirmations, and inventory availability. "Without the seamless integration IA Modules has done, we simply could not keep up with the 100+ order a day workloads nor quantities of our 20,000+ item list up to date. With IAM, our inventory, ordering and fulfillment notifications are **completely automated. All we have to do is pack and ship**", says Robert Richendollar. What more could you want?

Since first using IA Modules software many years ago, R & R has grown thanks to capabilities allowing it to **seamlessly merge multiple online storefronts and their amazon.com sales to their QuickBooks system.** "We are not computer savvy people. IAM support has been extremely helpful and made seemingly complex challenges a breeze. Over the years, as i have asked for new features and improvements, they have been very diligent and responsive", said Robert.