

Star Safety Builds on Success

Star Safety utilizes the Zoovy 1 platform and its Quickbooks integration to continuously build and improve upon their incredible online success.

"Integration with Quickbooks is one of the best things Zoovy does. With the order rate we're doing right now we couldn't survive without Quickbooks integrated with our website."

Jill Morrow
Owner
Star Safety



SUCCESS STORY

Star Safety and Trading

AT A GLANCE:

Customer:
Star Safety and Trading

Location:
Dallas, Texas

Industry:
Safety Supplies

Business Challenge:
Constantly increasing sales and order processing created organizational complications, inhibiting company growth and potential.

Solution:
Zoovy 1 Business Builder package w/ advanced Quickbooks integration.

Results:

- Increased inventory to 50k+
- Increased sales 25x over
- Efficient order processing
- Streamlined Business Model
- Business Expansion

Customer Profile

Star Safety and Trading, is a highly reputable e-commerce business, specializing in quality disposable safety products. The company was formed in 2001, and is based out of Dallas, Texas.

Star Safety started out like many other online sellers, selling on eBay, where they were liquidating some supplies from an old business.

"The safety industry has not been a very technological field, its kind of old school." Jill says, "So when we brought it to the internet we were one of the first. There were a couple others but nobody was doing very well on the internet. We are pretty infamous in the safety sector."

Business Challenge

"When we put a few SKU's up that sold regularly, and there was an opportunity with repeat buyers." Jill continues, "That's when we realized that we needed a store."

But processing orders all day can become a very tedious and time consuming operation. This can severely limit the ability to push a

business forward and expand. And sooner than expected, Jill found herself very tied down constantly entering orders. "We started out with a very basic website which technically worked," she says, "but we outgrew it in less than 6 months."

Jill required a platform that was robust enough to handle all of her order processing, to allow a smooth transition from order to fulfillment, enabling her to put more time into building her business.

Solution Overview

In 2003 Jill decided to transition onto the Zoovy 1 platform, which provided a very scalable and customized solution.

Zoovy 1 combines the resources of the e-commerce industry's biggest names with over 600 tools and services to provide a complete business management web store solution. Zoovy 1 provides everything needed to build, manage, market and grow a successful online business.

"One of the most important things for us was Zoovy's integration with



Quickbooks. I think its one of the best things they do." Jill admits, "Other companies claim to offer this feature, but nobody does it as well as Zoovy. And with the order rate we're doing right now we couldn't survive without Quickbooks integrated with our website."

Taking advantage of Zoovy's partnerships with all of the major auction and comparison shopping sites, Jill was able to syndicate her products across multiple channels to reach many new customers who were searching for her products.

"We also syndicate to just about anything Zoovy will let us, including Amazon, Pricegrabber, Nextag, Shopping.com, Yahoo! and various other shopping portals. Syndication is a great way to bring people to our website, and turn them into loyal customers."

Business Benefits

The comprehensive end to end suite of technology and tools, designed from the ground up to inter-operate seamlessly, allowed Star Safety to put their past frustrations behind and to start focusing more on growing their company.

Advanced Quickbooks integration streamlined day to day operations, allowing for more accurate order processing and tracking. The business automation provided by Zoovy 1 also gave Jill the chance to expand upon her original business model, and continue to add more product inventory and features to her store.

"Our company has definitely changed over the last few years." Jill remembers, "When we started with Zoovy we had less than 50 SKU's, as of a month ago we've topped 50,000 and counting. I like that I'm allowed to import products and lists. So that's really helpful, to have those sort of features available."

With an ever expanding line of products, and a system robust enough to manage them all, Star Safety was able to reach out to thousands of new customers and create a well established and respected brand name for themselves in the safety sector of online commerce.

"We've increased our sales about 25 times over. We moved into a bigger warehouse, moved into a bigger office space and have about 10 employees now. It wasn't over night, but we have grown a lot. Zoovy has definitely been a significant factor in our growth of the last 4 years.

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