



# Best

Accounting  
SOFTWARE CONSULTANTS

## Sage BusinessWorks

### CUSTOMER

**Image Supply**  
www.imagesupply.com

### CORPORATE PROFILE

Headquartered in  
Sacramento, California

### TYPE OF BUSINESS

Image Supply has been selling labeling systems and supplies since 1991. Their goal is to provide excellent service to their customers.

## BASC Saves Image Supply \$40,000 Per Year!

Mike Grandstaff, owner of Image Supply, surveyed his thriving label maker and supply business and saw a way to make it better. "We noticed that an increasing amount of our sales were coming from the Internet," he says. "We were spending way too much time processing these orders manually. Our Sage BusinessWorks accounting solution was meeting all our other requirements, but we needed a way to automate entry of orders from our Web site." When Grandstaff did some research, he couldn't find a shopping cart solution that would exactly fit Image Supply's needs. He turned to his Sage BusinessWorks business partner, BASC of Rocklin, CA to create a new solution.

### Sticking with a Winner

Grandstaff had been using Sage BusinessWorks Accounting products since 1991, when Image Supply was launched. The company distributes label makers from industry leaders like Brother, Dymo, Kroy, and Casio, plus related tapes and supplies. Its products are used by hospitals to mark medical supply drawers, buildings to identify electrical switches, and families to label

everything from tool bins to lunchboxes. By advertising lower prices and larger inventories than national chain stores, the company has grown beyond Grandstaff's expectations. "When we opened our doors, our controller was given a sample copy of Sage BusinessWorks," says Grandstaff. "He installed it, and we've stuck with it ever since, upgrading to new versions of Sage BusinessWorks Accounting as they became available. We like it so much, in fact, that we didn't even consider switching software products to get an off-the-shelf shopping cart feature." BASC researched solutions, and proposed an interface between a shopping cart software solution and Sage BusinessWorks software. It had to accommodate a wide variety of products and rapidly turning inventory. The e-commerce solution therefore had to be very robust.

### Integrated Solution

BASC designed and developed the integration to precisely match the Image Supply's workflow. Shopping Cart software, from industry-leader Early Impact, was chosen for its clean look and outstanding feature set. BASC developed the integration between

#### CHALLENGE

Devoted Sage BusinessWorks user was ready to integrate e-commerce into strategic offerings.

#### SOLUTION

Configure BusinessWorks with a shopping cart feature, for expanded B2B and B2C transactions.

#### RESULTS

Data entry time has been cut in half; eliminated need for one full-time employee, business has grown by 50 percent without additional hiring.

*“Adding a shopping cart to Sage BusinessWorks Accounting has reduced the time spent on data entry by half, eliminating the work of one full-time employee. It allowed us to grow our business by 50 percent without adding staff. I estimate that the solution is saving us a minimum of \$40,000 a year.”*

*Mike Grandstaff  
Owner  
Image Supply*

the shopping cart and Sage BusinessWorks Accounting using Sage BusinessWorks Accounting Access Tools. The result is a robust, easy-to-use and easy-to-manage e-commerce solution for Image Supply.

Today, Image Supply handles about \$2 million in orders using Sage BusinessWorks Accounting—with approximately 85 percent of those orders originating from the company’s Web site.

Sage BusinessWorks Accounting software manages inventory with multiple warehouse control functions, and many costing and pricing options. The software provides real-time account balances, accurate cash management reports, and a built-in custom report writer—all integrated to offer an end-to-end system for a complete view of the business.

“Because of the solution BASC implemented, we can now quickly and easily import orders directly from the shopping cart software into our accounting software,” explains Grandstaff. “Information on the product, bill-to address, shipping address, customer phone and e-mail—everything, really—is entered by the customer, eliminating any errors on our end. Having e-commerce has significantly reduced our data entry workload—our customers perform most of the data entry! It’s

incredibly slick.”

### **Best of Breed At Bargain Price**

Sophisticated e-commerce solutions can cost businesses tens of thousands of dollars or more to implement and interface with back office accounting. BASC was able to design, build, and deliver such a solution for a fraction of that. It’s a solution based on best-of-breed accounting and shopping cart products joined with a well-designed and expertly implemented interface.

### **Boosting the Bottom Line**

Image Supply has achieved tremendous bottom-line benefits from its end-to-end system. “Adding a shopping cart to Sage BusinessWorks Accounting has reduced the time spent on order entry by half, eliminating the work of one full-time employee,” Grandstaff notes. “To put it another way, it allowed us to grow our business by 50 percent without adding staff. I estimate that the solution is saving us a minimum of \$40,000 a year.” Grandstaff is completely satisfied with his innovation. “Sage BusinessWorks Accounting really works great as an e-commerce solution,” he says. “I can’t even imagine not having it now.”



## **Best Accounting Software Consultants**

**Sage BusinessWorks Experts**

5325 Topaz Avenue

Rocklin, CA 95677

(877) 700-9082 toll free

[www.bestasc.com](http://www.bestasc.com)

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