



Regal Art & Gift Case Study

Regal Wraps Up 25% Growth Without Increasing Staff Discount Rates Dropped and Processing Efficiency Skyrocketed Using Nodus' Solutions!

Solution Overview

Industry

Wholesale Home & Garden Decor

Benefits

Using Credit Card Advantage and Transact Advantage for credit card processing and Linked Systems to integrate their Goldmine CRM with Great Plains, Regal Art & Gift easily saves about one week per month on data entry and information management. The increase in efficiency supports the company double digit growth and yields even more returns to the bottom line.

Software Used

Credit Card Advantage
Transact Advantage
Linked Systems 2007 for GoldMine
Linked Systems 2007 for Nodus

About Regal Art & Gift

Regal Art & Gift is an established company in the Gift, Home and Garden Industry. Continued growth and success will be realized by introducing great new products every year. Regal strives to maintain a proactive relationship with its customers, sales representatives, suppliers and employees by offering a quality, well priced product line of over 500 exclusive design, an outstanding catalog and trade show presence, friendly and responsive customer service, fast shipping, a committed and enthusiastic national sales organization of 150 sales reps and an experienced and well trained staff of employees.

For more info visit: www.regalgift.com



About Nodus Technologies, Inc.

Nodus® Technologies, Inc. is a leading provider of electronic payment automation software for small and mid-size companies. Nodus leverages Service Oriented Architecture and web services technologies to provide cost effective, comprehensive: e-commerce, electronic payments and retail management solutions for Microsoft Dynamics® ERP. Nodus® business solutions include eStore Solution Stack, Retail Advantage, ePay Advantage, Credit Card Advantage and other products and services.

For more information please visit:
www.nodus.com or call: (909) 482-4701.

"Nodus made it possible for us to improve efficiency, slash our credit card processing fees and improve customer service with one easy-to-use solution. Order entry, shipping and reconciliation are a breeze to manage. This gives us a strong advantage in the market."

- Bob Woodland, CFO, Regal Art & Gift

Summary

Like many wholesalers, Regal Art & Gift needed a system that would enable them to manage their B2B sales, inventory and accounting functions with one seamlessly integrated solution. Seeking a cost effective way to integrate their existing Goldmine CRM with their Microsoft Dynamics GP accounting system that offered advanced electronic payment features and true scalability, the company engaged Linked Systems and selected Credit Card Advantage and Transact Advantage from Nodus Technologies to automate their business processes.

Using Credit Card Advantage and Transact Advantage, Regal can quickly and easily process electronic payments within their accounting and their Goldmine CRM applications. It automates the transfer of data to the accounting system and simplifies every step of the transaction - from initial order entry and pre-authorization at the CRM to capture the funds at shipment. Customer service reps simply initiate payments from the CRM application, just like "magic" after the fulfillment process, the payment automatically posts to the Great Plains accounting package.

"Our former processor told us that integration wasn't possible. But Nodus and Linked Systems showed us a better way. Now instead of a stand alone terminal and disconnected CRM and Accounting solutions we've got a fully integrated application suite that saves us time and money," said Bob Woodland, CFO, Regal Art & Gift. "We're experiencing record-breaking growth and needed a solution that would work now and scale for the future. Now that we've got that solution we're poised to dominate the gift space for our market."

The Challenge

Regal Art & Gift is a manufacturer of decorative gifts and accents sold through garden shops and hardware stores around the country. As the company experienced an upsurge in business of over 25%, using a stand alone terminal to manually price orders, estimate freight, pre-authorize transactions, then process in excess of 500 credit card orders each month was proving to be a problem. With actual numbers pointing to another 25% increase in sales volume, Regal Art & Gift needed technology to streamline their order process. Having selected the Microsoft Dynamics GP solution for their back office, they turned to their reseller, Linked Systems, to provide an add-on solution that would enable them to manage credit card transactions within one system.

The Solution

"Nodus is the only one stop-shop for credit card processing for Microsoft Dynamics GP. Once we realized that Regal Art & Gift was manually processing orders we knew they needed Nodus."

- Eric Siko, President, Linked Systems

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Linked Systems, Inc.

About Linked Systems

Linked Systems, Inc. is a privately held corporation, based in sunny Seattle, Washington. Founded by Eric Siko, a software engineer with a unique background in programming, sales and accounting, Linked Systems has been successfully integrating industry-standard accounting, CRM and quoting software (including the Great Plains family of products, Act!, GoldMine and QuoteWerks) for over 15 years.

Building turnkey systems that leverage your existing accounting and CRM systems and adapt them to your organization's business rules has been the key to Linked Systems' success in the field of sales and accounting integration for the middle market. Adding further integration capabilities, such as KnowledgeSync for business alerts and Nodus credit card processing, gives you an even greater opportunity to streamline your order entry process while your business continues to grow.

Linked Systems is now being used throughout the United States, Canada, Australia, the United Kingdom and South Africa.

For more information:

Contact Linked Systems at: (800) 757-2228
or visit their website at: www.LinkedSystems.com

When Linked Systems presented the Nodus solution to Regal Art & Gift no further discussion was needed.

"We'd been looking for just this solution for years," said Bob. "Nodus and Linked Systems gave us the missing piece to simplify our order entry process and streamline the shipping and authorization of orders. Now the right hand not only knows what the left hand is doing, it communicates the message to the rest of the body so our entire operation works better."

The combined solution from Linked Systems and Nodus made it possible for Regal Art & Gift to experience seamless integration between their Goldmine CRM application and Dynamics GP for real-time credit card payment processing.

"Nodus is the only one stop-shop for credit card processing for Microsoft Dynamics GP," said Eric. "Once we realized that Regal Art & Gift was manually processing orders we knew they needed Nodus."

Over the course of several months, Regal Art & Gift implemented a multi-layered solution that changed the way they do business. Having previously entered orders separately in the CRM, Accounting and Credit Card terminal, the company realized the value of the combined solutions from Nodus and Linked Systems immediately upon implementation.

"Not only did they reduce the time spent processing transactions from hours to moments, they helped us slash our discount rate which saves us more than we anticipated," said Bob. "We'll see an ROI from this in less than two months."

Implementation Results

The integration of Credit Card Advantage, Goldmine and Microsoft Dynamics GP solution from Linked Solutions and Nodus yielded a significant ROI. Regal Art & Gifts improved operational efficiency and were able to redirect resources to other vital tasks. In addition, they realized substantial savings on credit card processing fees by going with a Nodus Merchant Account.

"Now we can validate credit cards in real-time with the customer on the line, rather than calling the customer back if there's a problem," said Bob. "We also estimate freight during the initial order, then settle with actual freight and any inventory-related discount adjustments made automatically."

Founded in 1981 in a garage, Regal Art & Gift has been on an accelerated growth pattern for the past several years. Operating on a slim margin to remain competitive, the company doesn't have room for excessive fees or wasted man-hours.

"Nodus and Linked Systems made it possible for us to reduce the time it takes to process credit cards dramatically," said Bob. "Any company that processes some amount of credit cards should talk to Nodus. Their solution pays for itself in savings within a few months."

Using Credit Card Advantage and Transact Advantage from Nodus for credit card processing and Linked Systems to integrate their Goldmine CRM with Great Plains, Regal Art & Gift easily saves about one week per month on data entry and information management. The increase in efficiency supports the company double digit growth and yields even more returns to the bottom line.