



**Snapshot:**

Client: Rider Shack Surf Shop  
 Location: Los Angeles, CA  
 Industry: Sports and Recreation - Surf and skate gears and apparel

**Business Challenge:**

Manually managing products and inventory between their retail and online stores with QuickBooks Point of Sale  
 Managing online orders and shipping with multiple shipping providers

**Solution:**

Connect their online and retail stores with QuickBooks POS to manage products and inventory  
 Automatically sync inventory between the online store and QuickBooks POS  
 Streamline order fulfillment by integrating all of their shipping processors to one app

**Results:**

Reduced operational costs and cancellations by \$1400 a month  
 Saved 10 to 15 hours a week on manual labor work  
 Reduced shipping processing time by 25%

**Rider Shack eliminates inventory errors between their online and brick & mortar stores**

Tired of their mundane jobs, Jeff Glass and his wife, Lacey, decided to pursue their passion for surfing and life on the beach. On November 1st, 2006, Rider Shack was opened in a small 500 sq. ft. garage. The shop quickly became a local favorite and was featured on Fox 11 News as the "Best Surf Shop" in Los Angeles three times in a row. Within a short period of time, Jeff and Lacey moved their small shop to a 5000 sq. ft. location in the heart of the Venice Beach community to accommodate their growing product lines of surfboards, skateboards, apparels and accessories.

Rider Shack soon expanded to the Internet with their online store, www.ridershack.com. After extensive research, they chose Magento as the shopping cart, which offered more robust features and had a lot of integration applications that enabled them to customize the online store design and functionality. For small-ticket orders, they use DYMO Endicia DAZzle and for larger orders, like the surfboards, they use FedEx as their shipping providers.



*“With eCC, our inventory is always synchronized between our retail store, online store and QuickBooks POS, eliminating out-of-stock issues and order cancellations. We’re able to provide fast delivery and better customer service.”*

*Jeff Glass  
 Owner of Rider Shack Surf Shop*



**Webgility provides best in market QuickBooks and shipping integration software and customer service**

To manage their products and inventory in their retail and online stores, they use QuickBooks Point of Sale. With over 13,000 products, managing inventory for both stores was very challenging. "We had to manually enter all online sales into QuickBooks and then manually sync the inventory between the online and retail store. This was extremely time consuming and slow! A couple times a week, we had to cancel an order because the item was out of stock. Customers were not happy to hear that," recalls Jeff.

With both stores growing rapidly, they needed a more efficient way to manage their inventory. "We were using T-Hub by Atandra, but the software had a lot of bugs and customer support was non-existent. But **with Webgility and eCC, we got through to tech support quickly and issues are resolved within 24 to 48 hours.**" The installation and configuration process was straightforward and within minutes they were able to sync the inventory between their online store, retail store and QuickBooks POS. By integrating FedEx, they can compare shipping rates and automatically download the order value for shipping insurance. Furthermore, they can quickly process partial and multi-package orders and easily track each shipment within eCC. "With eCC, we don't have out-of-stock issues anymore and we can instantly generate shipping labels," says Jeff.

**Rider Shack saves \$1,400 a month and hours of manual work!**



Since implementing eCC, Rider Shack has **eliminated inventory errors and reduced their inventory management by 15 hours per week.** "We sync our inventory every 2 days, but on busy sales events, we would sync a couple times a day to ensure accurate stock count. This would be extremely difficult without eCC," says Jeff. They also **reduce their shipping process time by 25%.** Considering the labor time saved and reduction in orders cancelled due to out-to-stock items, Rider Shack saves an average of \$1,400 a month. This enables the

Rider Shack team to focus on other aspects of the business, like marketing, sales promotions, further optimizing their online store to provide even better customer experience, and adding more products that promote the easy-going beach lifestyle that Jeff and Lacey love so much.

About Us:



Webgility is an Intuit Gold-certified software company, headquartered in San Francisco, CA. Webgility provides solutions for QuickBooks integration, order fulfillment and inventory management. Its flagship product, eCommerceConnector (eCC), is a leading application for QuickBooks integration and order fulfillment. eCC integrates with over 35 of the most popular eCommerce platforms, all PC editions of QuickBooks, major shipping processors and payment gateways. A companion iPhone application to eCC, eCC Mobile integrates with eCommerce platforms so businesses can manage their online store on the go.

