

# Case Study



[www.allstates-flag.com](http://www.allstates-flag.com)

## Flags and banners e-tailer increases shipments by 500% using Everest

“ I use Everest all day long for almost everything. I use everything in it. ”

- Jacob Buhrman  
Vice President of Production

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Vice President of Production, All States Flag Co.

Location : St. Louis, MO

Product used : Everest Advanced Edition

Employees : 3

Mode of business : Retail, Wholesale, Manufacturing and E-commerce

**Challenge:** Managing everything manually, using different software for accounting and the website, and had no inventory management functionality in place.

**Solution:** Ability to view order status in real-time, integrated e-commerce with other functionality, tracking inventory with using the items browser in Everest to display items in stock and its availability, using Everest's PageBoost for two of its websites which are directed to the default shop, utilizes most of the major functionalities in Everest.

**Results:** 100%, year 1 ROI, enabled just-in-time inventory and drop-shipping, increased shipping by 85 orders on a daily basis, improved customer service, thereby increasing customer-base.

### Key features & functionality used by All States Flag Co.:

#### E-Commerce

- Running web store operations
  - Real-time integration with back-end accounting and business operations
  - A-Z listing
- Selling products online
  - Full product selection
  - Storing of item descriptions in HTML
- Taking orders online
  - Real-time order creation in the back-end
  - Real-time order status
- PageBoost

#### Accounting

- General ledger
- Accounts receivable
- Accounts payable

#### Sales

- Sales orders
- Store/validate credit card information

#### Inventory Control

- Serial number tracking
- Graph inventory levels
- Item kits

#### Purchasing

- Purchase orders
- Generate/assign serial numbers on purchase orders
- Drop-shipping

#### Shipping & Receiving

- Packing slips
- Address labels
- Everest freight estimator option

## Company Background

### A penchant for pennants

All States Flag Co. offers a wide array of flags for corporations, organizations and trade shows to name a few. Based out of St. Louis, MO, All States Flag started out from the basement of a house, then moved into its present location with a staff of three.

Producing quality flags and banners for over thirteen years, All States Flag — a family-owned business — also retails flagpoles, bases, ornaments and miniature flags for table displays.

All States Flag Co. runs on iCode's Everest.



### Everest integration includes:

Accounting

E-Commerce

Point of Sale

Inventory control

Shipping/Receiving

Purchasing

Return Authorization (RMAs)

CRM

Sales

Marketing

Service



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Vice President of Production

## The Challenge

The company was using Peachtree for accounting, Miva Merchant for the website, and had no inventory management functionality in place. “Peachtree for me was more of an accounting system rather than an order-entry system; I did not use the inventory management features of Peachtree even if there were any,” said vice president of production, Jacob Buhrman. Everything was managed manually, in spite of the disjointed software used at All States Flag. While on Peachtree, it would require Buhrman to transfer order information from Miva Merchant into Peachtree. “It was pretty ridiculous. And there were several things about the way Peachtree worked that we weren’t really impressed with.” All States Flag switched over from Peachtree to QuickBooks, which lacked in most functionalities and lasted only a month. “We just gave up on QuickBooks because there was no way to pull up sales orders and we wanted the instant results,” said Buhrman. “I wanted to be able to see the exact status of orders placed today and yesterday; and how many of those orders were backordered, how many of them had been paid for, which I wasn’t getting to see.”

Buhrman looked at ACCPAC, Mail Order Manager and Everest. “Out of the three, Everest was the way to go and we just started using Everest.”

## The Solution

Purchasing a three user-license of Everest Standard Edition in 2001, Buhrman has since upgraded to Everest Advanced Edition 2.0. “Everest very quickly shows real-time order status and that’s what it’s designed to do. I am glad, it was a good investment.” For Buhrman, software integrated with e-commerce was a major determining factor to go with Everest, and currently All States Flag has over 13,000 unique items listed on its web store.

Earlier, customer calls were always put on hold to get information on stock availability. “Our inventory system was our shelf. Now I have four times the inventory, and trying to keep track would have been near to impossible without a system that’s designed to do it. I would be lost without Everest,” Buhrman said. “I can go to the items browser which displays items in stock and its availability. One of the best features of Everest is the ability to find out who ordered what by using the items browser, to quickly find customers by searching by item, which is pretty unique — not very many programs out there have it as a feature.”

Now, up and running on Everest, All States Flag uses Everest’s PageBoost for two of its websites which are directed to the default shop. “I am using PageBoost to allow me to create multiple shops, without having to purchase multiple shops.”

With the item kits built in Everest, Buhrman is able to categorize items in the correct order.

All States Flag utilizes most of the major functionalities in Everest: right from point-of-sale for its retail store, purchasing, the freight-estimator to estimate shipping costs, and the contact manager. The availability of real-time information has improved customer service and has saved time.

All States Flag ships out one hundred orders a day compared to about fifteen before Everest. “Peachtree doesn’t have any of these features that Everest does, and Everest allows you to ship faster.”

With business growing, Buhrman has been able to do things he never had the time for earlier. “Now I am able to web design and pay attention to other marketing strategies,” said Buhrman. “I wasn’t able to do any of these before, because I was tied up dealing with customers on the phone. I’ve been able to move my attention towards other things now, then trying to use a cumbersome program that takes me way to long to get my stuff done.”

## The Result

- 100%, year 1 ROI
- Enabled just-in-time inventory and drop-shipping
- Increased shipping by 85 orders on a daily basis
- Improved customer service, thereby increasing customer-base



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