



# Scale Business Can Scale Up Thanks to QuickBooks and Zoovy

*QuickBooks and Zoovy streamline sales record keeping, allowing Web merchant to focus on expansion.*

## AT A GLANCE:

**COMPANY:** Scales USA

**LOCATION:** Chattaroy, WA

**INDUSTRY:** Retail – Online Store

### BUSINESS CHALLENGE:

Business quickly outgrew record-keeping abilities and hiring data-entry help would have been cost-prohibitive.

### SOLUTION:

Zoovy Web Storefront Software and QuickBooks: Pro

### BUSINESS BENEFITS:

Together QuickBooks and Zoovy allow Scales USA to:

- Automatically generate shipping labels
- Export sales data into QuickBooks
- Manage online storefronts and auctions
- Manage customer records
- Save at least 10 hours per week in data entry time

*"I was selling so many scales that I couldn't keep track of it all myself. Now I spend maybe two hours a day in the software; the rest of the time I can run my business. The combination of Zoovy and QuickBooks is amazing in terms of time savings."*

Ed Walker  
Owner, Scales USA



Retired Boeing engineering manager Ed Walker credits QuickBooks and Zoovy with keeping him in business.

### Business Challenge

Ed Walker sells scales. He started his company, Scales USA, in 1999 to provide scales to people who sell on eBay and other online marketplaces (online merchants need scales to help calculate shipping costs). But over the last few years he's expanded, shifted his focus to more industrial clients, started importing scales, and set up his own online store.

As his sales volume grew, Walker decided he needed an accounting package, so he bought Peachtree. "I never used it though, because I didn't want to manually enter all the information."

When his sales reached a point where he couldn't keep up with the bookkeeping, Walker's accountant offered data entry services for \$28 an hour. "That was more than I was making on the business at that time," remembers Walker.

### Solution Overview

While he was trying to solve his bookkeeping problem, Walker was also looking for auction software and found Zoovy by searching the Web. It had exactly what he needed, and when he learned that it integrated with QuickBooks, the deal was done. "Nothing out there even comes close to what Zoovy offers. I can list my scales on dozens of different online marketplaces at once, and we can interface with UPS, FedEx, DHL, and the US Postal Service. You click a button and out come shipping labels and packing slips. There's just no one else out there that does that. Zoovy saves me a couple of hours a day at least."

And, since Zoovy integrates with QuickBooks, Walker can track his finances without having to do the data entry himself, or pay his accountant's assistant \$28 an hour. He can export all the sales information from Zoovy straight into QuickBooks.

Zoovy's software is scalable and works for both small businesses and large enterprises selling in online marketplaces. It also offers online storefronts—that's what Walker uses—



and the ability to conduct promotions, post multiple auction listings, schedule launches, and more.

One feature Walker particularly likes solves a common problem for online sellers. QuickBooks limits the number of customer records you can have to 10,000. For most small businesses, that's more than enough, but for online sellers, that limit can be a real problem—unless you have Zoovy. It works like this: You keep all your customer information in Zoovy, and select an option that prevents that information from being imported into QuickBooks. That workaround keeps QuickBooks running smoothly, and gives online sellers exactly the flexibility they need.

Setting up a large software system like Zoovy takes time and effort. "I wouldn't call it easy," admits Walker. "It takes some dedication to get started, and Zoovy requires training because there are so many features. The support forums, where users answer each other's questions, helped me a lot. Now I post more answers than questions."

### Business Benefits

"I wouldn't be in business without Zoovy. I was selling so many scales that I couldn't keep track of it all myself. Now I spend maybe two hours a day in the software; the rest of the time I can run my business. The combination of Zoovy and QuickBooks is amazing in terms of time savings."

Thanks in part to Zoovy and QuickBooks, Walker's customer base is growing, and so are profits. The first year, he made \$5,000. Five years later, he's on track to clear \$150,000 by year-end. And with some big accounts on the horizon, it's looking like \$300,000 next year.

*"The combination of Zoovy and QuickBooks is amazing in terms of time savings.."*

Ed Walker  
Owner, Scales USA

### FOR MORE INFORMATION VISIT:

#### Zoovy

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

#### QuickBooks

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

#### QuickBooks Solutions Marketplace

[www.marketplace.intuit.com](http://www.marketplace.intuit.com)

#### Intuit Developer Network

[www.developer.intuit.com](http://www.developer.intuit.com)

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