Regal Art & Gift Case Study

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

"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 and disconnected CRM systems resulted in prices, order takes and authorized 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

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.