

## HolyBears Case Study - "Overtime, Stress, and Sleepless Nights" Leads HolyBears, Inc. to Seek New Solution



### Solution Overview

#### Customer Profile

HolyBears, Inc. originated in 1999 in Houston, Texas. The company designs and sells stuffed teddy bears and originated to help religious organizations, churches and schools raise funds to support their activities, and to promote the message of the Holy Bible.

#### Business Situation

Due to rapid growth soon after start up, HolyBears and its employees quickly experienced many problems. The QuickBooks solution they had implemented wasn't sufficient to meet their needs.

#### Solution

HolyBears migrated from QuickBooks to Microsoft Business Solutions which is integrated with third party shipping software, StarShip by V-Technologies. A month after the initial migration, they added eOrder to the system.

#### Benefits

- Integration capabilities
- Expandability
- Improved accuracy of orders
- Reduced costs

#### Software and Services

- Microsoft Windows®
- Microsoft Office
- Microsoft SQL Server™
- Microsoft Business Solutions–Great Plains
- Financial Management
- Supply Chain Management
- Customization Tools
- E-commerce

#### Partner

InterDyn BMI - Houston, Texas  
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**Situation:** When HolyBears owners, Rob LeClair and Eric Carroll started their business, they failed to anticipate the tremendous growth that would result from word-of-mouth advertising. Orders and associated paperwork were piling up everywhere. Within the first year, HolyBears expanded to five FTEs in accounting. As the company continued to grow, so did the headaches. "There seemed to be no way to keep up with the stacks and stacks of paperwork, double shipment problems, and double billing errors," says Carroll. "While using QuickBooks, our warehouse and accounting systems were not integrated and that caused problems." HolyBears realized they'd outgrown their QuickBooks solution and went searching for a new solution.

#### Solution:

After making the decision to migrate to Microsoft Business Solutions–Great Plains, Carroll (doing much of the implementation himself) completed the installation in six weeks.. The system also integrates with Starship shipping software by V-Technologies. Since the initial installation, Carroll has upgraded twice with both upgrades going smoothly. A month after completing the migration from QuickBooks, HolyBears added eOrder to the system. Now, when an order is placed through eOrder, it is immediately integrated into Microsoft Business Solutions system. An invoice is created, the charge is placed onto the credit card account, and the shipping process begins. Gone are the duplicate invoices, shipping orders, and piles of paper that had previously accumulated at HolyBears.

**Benefits:** While increasing sales from a couple thousand to 200,000 per month, HolyBears has continued to value the benefits of the Microsoft Business Solutions. "We now have total control," Carroll says. "Employees, sales reps, and customers are able to quickly check order status online. Where it used to take QuickBooks 5-10 minutes to churn through the system and find an order, with our SQL Server and Microsoft Business Solutions, we now have instant access to the status of orders."

#### Other benefits include:

**Integration capabilities**—"Microsoft Business Solutions allows us easy integration with MapPoint, StarShip, Excel, and Outlook, to name a few examples," says Carroll. Integration with StarShip has enabled HolyBears to reduce their shipping time from three weeks to three days while integration with MapPoint has allowed them to identify hotspots in their customer base for analysis and reports.

**Expandability**—Carroll is confident in the ability of Microsoft Business Solutions to expand with the company as it grows. HolyBears started four years ago selling just two different bears. Today they have 200 styles available and current expansion plans include a series of animated bears and videos. "We are confident that our system will be able to seamlessly handle the growth," says Carroll.

**Improved order accuracy**—Since the implementation of Microsoft Business Solutions, HolyBears experienced a 28 percent decline in customer order problems. Another benefit is that customers now receive a tracking number after their order is placed. This allows them to check the status of their order online.

**Reduced costs**—HolyBears was able to reduce their accounting staff from five to two persons with the implementation of Microsoft Business Solutions. They feel they will be able to increase their business at least another 25percent with the current level of support without experiencing the stress initially present in their company. Carroll went on to expand on his total confidence in future Microsoft Business Solutions systems. "I've heard horror stories about companies that chose other computer systems," says Carroll. "Even though Microsoft Business Solutions has a top quality product, I appreciate the fact that they continue to research and develop programs. They are working at proactively solving problems I before I even encounter them."