

**Company:**

National Engravers

Industry:

Corporate Awards

Accounting solution:

QuickBooks

Z-Firm solution:

ShipRush

Business Challenge:

National Engravers needed to eliminate duplicate data entry in order to expedite orders in time for customer events.

Results:

- The integration of QuickBooks and ShipRush saves about five hours a week.
- The ease of preparing packages means orders go out sooner, reaching customers faster.
- Accuracy alone, by not double-entering information, pays for the software.
- Since 2000, the company increased its volume but decreased staff by five people, thanks to ShipRush, QuickBooks and improved production equipment.

"We needed one data entry point, our QuickBooks program. For a small business, ShipRush is perfect to streamline shipping because it has the QuickBooks integration."

— Gary Tinker, President

For more information, visit us at www.zfirm.com or call (206) 812-RUSH

Success Story: National Engravers

Awards Company Increases Productivity, Expedites Orders with ShipRush, QuickBooks Integration

National Engravers partners with companies nationwide, including a number of Fortune 500 firms, to manufacture and customize their awards. Timing is critical, as most companies distribute awards at special recognition events.

The business must expedite orders to ensure on-time arrival, but can't afford to hire additional staff to process orders during busier times.

In business since 1993, the company began using QuickBooks in 1999. Without a shipping application, employees manually copied and pasted customer contact information from the accounting software into the shipping carrier's Web site.

National Engravers brought in ShipRush to streamline the process. ShipRush integrates seamlessly with QuickBooks to eliminate duplicate data entry and reduce the shipping process to a couple of clicks.

Today, National Engravers relies on ShipRush to expedite 30-50 orders per day, often with multiple packages in each order.

When the order is ready to ship, employees simply click on the ShipRush icon in a QuickBooks invoice to launch a ShipRush window – with all customer information already filled in – where they select the type of shipping and weight. ShipRush prints the bar-coded shipping label and QuickBooks prints the invoice for the package. With one click, a user can add the tracking number to the QuickBooks invoice. ShipRush also automatically sends an email telling the customer the order's tracking number.

The integration of QuickBooks and ShipRush saves National Engravers about five hours a week. The ease of preparing packages means they go out sooner, reaching customers faster.

The accuracy alone of not double-entering information pays for the software, according to the president. It all adds up to enabling National Engravers to ship a high volume with less manpower.

National Engravers believes strongly in investing in technology for greater productivity. Since 2000, the company has increased its volume but decreased its staff by five people, thanks to ShipRush, QuickBooks and improved production equipment.

Ease of use and reliability simply add to the company's satisfaction with the software. A new employee can begin using ShipRush to ship packages in minutes.

About National Engravers

National Engravers is a leader in the manufacture and sales of award and recognition products, providing consistent quality customer service, products and engraving. Working with National Engravers, customers personalize plaques, or crystal or glass awards. The company's clients include renowned associations and Fortune 500 corporations who trust National Engravers to help them make the right award and recognition choices. Visit National Engravers at www.awardingyou.com.

About Z-Firm

Z-Firm is the "button" company. Our job is to take common tasks—like mail merge, merge fax, order entry, and shipping—and reduce them to a button. One click. The OmniRush Family includes EmailRush, FaxRush, PrintRush, and ShipRush Server. The OmniRush Family of products is a suite of utilities every business can use. OmniRush Family members provide true CRM integration for shipping, email, fax, and print. The OmniRush Family can also be integrated into nearly any SQL based application using the database platforms already used by most companies, including Oracle, SQL Server, MySQL and others.

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