



Success Story

“Thanks to ShipRush’s integration with our Peachtree Accounting system, we are almost %75 more efficient in fulfillment and customer service”

- Peter Schneider
Partner
Gotham Sound &
Communications

Industry: Audio Equipment
Rental & Sales

Accounting platform:
Peachtree Accounting

Z-Firm solution: ShipRush®

ShipRush® Helps Gotham Sound Grow

Corporate Profile

Established in 2002, Gotham Sound and Communications provides broadcast audio equipment to the film and television industries. Gotham’s clients include shows like ‘Law and Order’ which require equipment in a timely way on a ‘mission critical’ basis. The job is to supply audio equipment efficiently, accurately, and on time. Gotham helps clients meet production schedules and quality targets on budget and without surprises.

The Challenge

Gotham has three groups that touch either the customer, the order, or both: Sales, Shipping, and Customer Service. Orders flow from Sales back to Shipping, but everyone in the business needs to know all the details of every order, in real time. Redundant data entry, and dependence on multiple applications threatened to stunt growth as the business grew from nothing to forty shipments per week. Before using ShipRush®, shipments were processed with ‘free’ shipping web sites and software systems from the shipping carriers. The inefficiency caused by these systems was costing Gotham time and money. Processing shipments was cumbersome, taking significant staff time during the course of a week. Further, tracking numbers were not available to the sales staff. Every time a customer called to get shipment status, the sales rep would have to find the shipping clerk, and then dig through the shipping software to find the shipment in question.

The Solution

The Gotham team needed to streamline their shipping so that data was entered only once, yet all data, (like tracking numbers) was ‘fed back’ into the system where everyone in the company can see it. Gotham found their solution in ShipRush, an easy-to-use shipping system by Z-Firm that integrates seamlessly with Gotham’s Peachtree Accounting system. ShipRush lets shipments be driven from within Peachtree, and stores tracking numbers right on the Peachtree invoice, where reps can easily find them in response to a customer service inquiry.

“We are growing, and needed a solution that would let us increase sales without having to add shipping staff,” said Peter Schneider, a Partner at Gotham. “ShipRush was implemented in just an hour and it looks like we could now triple our sales volume without adding clerical staff to deal with shipping. We are very satisfied with the results.”



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“With ShipRush, our sales staff can concentrate on closing the sale, and our clerical staff can process orders with ONE MOUSE CLICK.”

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ShipRush has streamlined operations by leveraging the accounting system as the center of Gotham’s business. Redundant data entry has been eliminated, and the organization has been ‘flattened’ by making tracking numbers available to customers and staff instantly as shipments are processed. Shipping information is keyed into the accounting system once, when the order is placed, and is then automatically used by ShipRush when the shipping staff prepares the parcel.

“The greatest feature of Shiprush is that it encourages and facilitates creative solutions for efficiently managing existing infrastructure. For example, before Shiprush, individual sales staff were responsible for processing shipments. This is obviously inefficient. With ShipRush, our sales staff can concentrate on closing the sale, and our clerical staff can process open orders and with ONE MOUSE CLICK can ship the product out the door, said Schneider.

About Z-Firm

Z-Firm LLC, a leading developer of office automation software, designed ShipRush to integrate shipping into applications already used by sales and customer service groups. ShipRush provides true shipping integration, and exceptional ease-of-use to users of ACT!, SalesLogix, GoldMine, Outlook, QuickBooks, Peachtree, Great Plains and other programs. The ActiveX version of ShipRush allows any developer to put shipping integration inside custom and shrink wrap applications of any kind.

ShipRush is available for FedEx® and UPS® shippers.

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