

Golf shop improves accounting efficiency by 33% after upgrading QuickBooks to Everest



www.milesofgolf.com

“ The integration between inventory, payables, the accounting and also the sales is what’s important to us. It’s been very stable and we haven’t had the system go down. iCode has been responsive to our needs. ”

- Chris Mile
President & Co-founder



Everest integration includes:

Accounting
E-Commerce
Point of Sale
Inventory control
Shipping/Receiving
Purchasing
Return Authorization (RMAs)
CRM
Sales
Marketing
Service

Key features & functionality used by Miles of Golf:

Running web store operations

- Real-time integration with back-end accounting and business operations

Accounting

- Accounts receivable
- Accounts payable
- Financial statements

Sales

- Sales order/back order

Point of sale

- Cash register

Inventory control

- Graph inventory levels
- Barcode printing

Purchasing

- Purchase orders/back orders

Management

- Custom reports

Company Background

In business with a new swing

Recognized by the Golf World Business and Golf Range Association of America, Miles of Golf ranks as one of the top 100 golf shops and practice facilities in the country. Retailing golf equipment, the company specializes in custom club fitters and is also an authorized custom fitting center for Callaway, Titleist, and Nike to name a few. Located in Ypsilanti, Michigan, Miles of Golf’s staff consists of 35 avid golfers who assist customers that include many famous personalities. It also has a learning center and a practice center for golfers to perfect their game.

Miles of Golf runs on iCode’s Everest.



“Everest is small business software and software that grows with your business as you grow. It’s a great piece of software and its doing most of what we want it to do.”

- Chris Mile
President & Co-founder

The Challenge

Although Miles of Golf was growing as a business, it was difficult to control and manage. “Our volume got to be such that we were bogged down with the reconciliation between different systems, which was costing us a lot of time and we couldn’t complete it,” said Chris Mile, president and co-founder of the shop that bears his name. With over 3,000 items in inventory, Mile was using Keystroke retail software for inventory and QuickBooks for accounting and point of sale. “We couldn’t reconcile the accounts payable system that we were generating from QuickBooks POS and accounting system,” Mile noted. Keystroke did affect the inventory by showing an item as out of stock, but it couldn’t prevent an out of stock item from being sold. In addition, Mile’s staff had difficulty in accessing financial reports. “We wanted something that would integrate the inventory and payables with the accounting system,” said Mile. The software lacked the capabilities to handle a growing business and Mile decided it was time to tee off his business with Everest Advanced Edition.

The Solution

Now Miles of Golf has a dynamic new balance since running the business on Everest in November, 2002. “The main thing is that Everest has helped us make that reconciliation; our financial statements are more accurate,” Mile observed. “It has also helped us plan better,” he added. The integration of different functionalities within Everest from purchasing, accounting, inventory, and sales to order fulfillment is what Miles of Golf finds truly beneficial.

“Everest is doing what we wanted it to do. It really has tightened up key operational areas like inventory,” said Mile. The Miles of Golf staff now knows what it has in stock and what needs to be reordered. Miles of Golf uses the barcode scanning for its merchandise and the ICVerify feature to track returns.

Prior to Everest, time was spent trying to reconcile the accounts payable system and the accounting system rather than in actively growing and running the business. With the integration and real-time information available in a click, the staff performs better in terms of financial reporting and is more accurate in producing financial statements. “We had sort of run out of room with our other systems, but now we are in a position to handle and control that considerable growth. From that standpoint, Everest has allowed us to grow and has helped us manage our business better,” said Mile.

Running on Everest also allows the company to keep the payables correct and up to date. “When we purchase things and check them in, that information goes directly into the inventory and accounting systems,” said Mile. “That’s the main reason we bought Everest. It’s great while processing sales transactions; information is instantly reflected in the accounting system.” Since converting to Everest, Mile has more time on his hands to improve other aspects of the business. “We got to the point where we just gave up trying to reconcile, so we didn’t spend

any time on it. We have saved an extra person in accounting and purchasing,” Mile explained. Everest has also saved Miles of Golf additional administrative costs with one less person in the accounts payable department. “We are happy and pleased that we chose Everest. Everest allows us to continue to grow,” Mile concluded.

Miles of Golf plans to upgrade to Everest Advanced 2.0 to hit the e-commerce fairways and reach out to a bigger clientele.

The Result

- Enabled complete integration across inventory, accounting, purchasing, sales - thereby increasing the growth of the business
- Enabled better control and management of inventory
- Increased staff performance in generating better financial reports
- Saved 33% administrative costs with one less person in the accounts payable department
- Improved intelligent business decision-making



For more information: call 800-382-0725 from within the United States; International callers please call +1-703-961-8100; visit: www.icode.com or write: info@icode.com

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