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Photo retailer launches web store within two weeks and increases online revenue by 30% with Everest

“ I would definitely recommend Everest. Everest is small business software that has met all our business needs. ”

- Saam Tariverdi
E-Commerce Operations



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 Photo Craft:

Running web store operations

- Real-time integration with back-end accounting and business operations
- Shopping cart save for a later visit
- A-Z listing

Accounting

- General ledger
- Accounts receivable
- Accounts payable

Point of sale

- Cash register

Sales

- Sales order/back order
- Multiple shipping/contact addresses

Inventory control

- Serial number tracking
- Graph inventory levels
- Bar code printing
- Item images

Shipping & receiving

- Address labels

Selling products online

- Storing of item descriptions in HTML

Taking orders online

- Real-time order status

Company Background

In focus

In business since 1978, Photo Craft is a full-service, family-owned-and-operated photographic retailer with two stores in the Washington, DC metropolitan area. In addition to film sales and processing, the stores sell an extensive line of cameras and photographic equipment including lenses, bags/cases, and accessories, as well as related items such as cell phones and framing materials.

Photo Craft runs on iCode's Everest.





“ Everest has definitely paid for itself; it has saved us a lot of money and time. You definitely get your money’s worth. I think no business can run as smoothly without an automated software solution like Everest. ”

- Saam Tariverdi
E-Commerce Operations

The Challenge

Over the last twenty-five years, Photo Craft’s endeavor has been to provide the best prices with outstanding customer service.

With two locations, Photo Craft needed an integrated solution that would help them run smarter and more efficiently. They needed a business management system that would allow control and manage inventory across both locations. According to Saam Tariverdi, managing E-Commerce Operations at Photo Craft, “Prior to Everest, we managed inventory by hand which was a tedious job. We did not have any item codes or any kind of accounting, we just used a cash register.” With no full-fledged web store in place, Photo Craft would showcase and sell hot items and new stock on eBay that worked as a minor, temporary e-commerce outlet for the business. It was their only source of online sales, and was very laborious to continuously monitor and maintain each individual item up for bid. It would take a lot of time to create and publish each item and after it was sold, requiring the whole process to be manually repeated each time. Photo Craft couldn’t count on eBay for the company’s revenue growth or a long-term web strategy. They never felt the need to drive traffic to the website but with the digital camera market boom, they identified the need to have a streamlined process for customers to place orders online.

The Solution

Photo Craft had been using Everest to run its back office operations since 1994. But the first 16 years were a harder challenge for the business. “It really felt like a big leap from the stone age to the modern age with Everest. Without Everest we would not have been as big as we are today,” said Tariverdi. Now they can check inventory levels and sales activities at either store at any time. Photo Craft recently upgraded Everest to Everest E-Commerce Edition. “Building a web store without Everest would have taken me 9 months, which was a big factor and a huge process.” With some previous experience in developing web sites, but never a web store, Tariverdi worked with Everest’s templates—incorporating navigation, images, descriptions, pricing and organizing categories to feature 600 items. Photo Craft’s e-store went live in two weeks. E-tailing has driven increased sales for Photo Craft, growing their total annual revenue by 25% and annual online revenue by 30% since they launched the web store. Now Photo Craft writes detailed item descriptions and stores them in Everest one time, making it easy to add and remove products, which saves them a lot of time.

“Running on Everest makes our jobs easy. We don’t have to spend hours on a customer phone call, selling just one camera. Everest E-Commerce simplifies our customers’ research and purchase cycles. We don’t have to spend time and money trying to convince the customer to buy the product.”

They now automate processes to contact customers through email; they handle package tracking, and understand and keep track of back orders. Photo Craft now also ships on a regular basis to all parts of the U.S. and overseas, extending their market radius from several miles to several countries. With same day shipments, between 12 to 24 hours, Everest has also helped improve order fulfillment.

Photo Craft extensively uses the instant profit analysis reports to help steer hot items to the home page. Everest integrates the web store with sales orders, inventory and accounting, making things a lot easier for Photo Craft. “We were in deep trouble with inventory since we had to hand-count cases. We also had to manually capture data from one system and then transfer to another. Now we are able to handle inventory with care and have much higher accuracy with our data.” Everest has helped the business of Photo Craft run much more smoothly. They get all the data they need in real-time, quickly and easily keeping track of

items and prices. Photo Craft has easy access to real-time data on the cash register, bar-coded items and serialized items.

Since they implemented Everest E-Commerce, Tariverdi’s time has been freed-up for online business development and exploring of new partnerships amongst other things.

The Result

- Extended online sales, increasing their total annual revenue by 25% and annual online revenue by 30%
- Highest sales in 25 years, despite a decrease in film processing and falling camera prices, due to running the web store on Everest E-Commerce
- Enhanced order fulfillment with shipments going out within 12 to 24 hours
- Saved hours of time weekly by publishing its own web store
- Enabled integration between the sales orders, inventory and accounting



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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