

# Case Study

## Novelties 2000 Implements Automated Solid Route Accounting™ System

Novelties 2000, headquartered in Temecula, California, has 16 years of experience in the wholesale distribution business. They serve the convenience store and truck stop industries with their supply of hats, sunglasses and a full line of fresh novelties. With a growing pile of paperwork, Novelties 2000 used Solid Route Accounting™ to automate their distribution process and free up valuable time.

### The Challenge

John Marino, founder and operator of Novelties 2000, was inspired by the freedom of running his own distribution business and shared in the excitement of increasing retailers' profit margins. While John realized the benefits of an automated route accounting system, he was comfortable running his business with 3ply invoices and manual data entry. He knew an automated system would be beneficial to his company, but the thought of learning to operate new technology and setting up customer records held him back.

As John carried on with his paper invoices, he noticed a growing pile of paperwork. Soon John realized he was running behind with the administration side of his business and had difficulty finding enough time for his family. In addition, John was faced with the loss of several clients that had transferred their business to other LA distributors and became aware of the importance of his professional appearance.

### The Solution

Determined to recover from his downfalls, John sought out Solid Innovation and implemented Solid Route Accounting™ for QuickBooks® in combination with recommended Janam and Datamax-O'Neil hardware. The new automated system allowed John to print professional invoices on site and minimize his data entry.

### Results with Solid Route Accounting™

John has expressed positive feedback about his experience with Solid Route Accounting™: "I debated for a while, wondering if the investment was worth it. After discussions with my accountant and numerous conversations with Solid's staff, I realized it was time to move forward with the automated system, and I'm glad I did. Even a few of my customers have commented, saying they like the new system."

The usability and functionality of Solid Route Accounting™ has delivered a number of benefits for Novelties 2000. Invoicing has been the biggest highlight for John. With Solid Route Accounting™, John's invoices are equipped with transaction details that are automatically entered into QuickBooks® via synchronization, and a barcode number for easy invoice tracking. "It's a great feeling knowing I can create electronic invoices rather than write them out on paper," John says. "And the software is so easy to use. I created my first invoice on my own without any instructions."

John's administration process has also benefitted from Solid's automated system. "I'm not very computer literate," John explains. "I hate entering stuff into the computer. It's not my cup of tea and I don't have the patience for it. Now, with the automatic integration into QuickBooks, Solid's system takes the headache out of my paperwork."

Throughout the entire experience, John was particularly impressed by how easy Solid Route Accounting™ was to install and implement. "The video tutorials are great! They are absolutely the way to go. They make training so easy!" John exclaims. "Solid Innovation has been a fantastic company to work with. Their customer service is outstanding and I appreciate them making my transition to mobile computing so painless and easy."