

This article has been contributed by Roxanne Brown, COA – Professional Business Solutions 4U, LLC & Managing Editor, IDNAC Newsletter

August/2006

Company Information:

Company: Stone Edge Technologies, Inc.
Contact: Barney Stone, barney@stoneedge.com
Website: www.StoneEdge.com
Hours & Time Zone: 9:00 to 6:00 Eastern Time
Established: 1983; ecommerce software since 2000
QuickBooks Integration: 4+ years

An Interview With

Barney Stone, President
Stone Edge Technologies, Inc.

Aubuchon Hardware -

Family owned since 1908, Aubuchon Hardware is your neighborhood hardware store and home repair center offering hardware, tools, electrical, plumbing, house wares, lawn & garden and more.

The Stone Edge Order Manager helps us to exceed the expectations of our customers. Great support too!
www.hardwarestore.com

See <http://www.stoneedge.com/merchantmall.asp?cart=All> for a list of many Order Manager Users and their comments about **Stone Edge Technologies and the Stone Edge Order Manager**.

At a Glance:

- *Shopping Cart Integration*
- *Order Processing*
- *Fulfillment*
- *Drop Shipping*
- *Manual Order Entry*
- *Point of Sale*
- *Inventory Management*
- *Purchasing*
- *Customer Management*
- *Shipping Software Integration*
- *Credit Card Processing*
- *QuickBooks Integration*
- *Scalable*
- *Customizable*

Why was the *Stone Edge Order Manager* developed?

There are 100,000's of very small companies using off-the-shelf "shopping cart" programs to sell products and services on the Internet. Other than sending the merchant an email message when an order is received, many of these programs do very little to help the merchant manage their operations.

The Stone Edge Order Manager (SEOM) was written to fill that need. It imports orders from a wide variety of sources, and gives the merchant tools to manage their orders, products, shipping, payment processing, fulfillment, etc. It allows the merchant to become more cost effective and efficient in all areas of order management; and will grow with the merchant.

The Order Manager was originally introduced in 2000 as a simple system for importing orders and printing invoices and packing slips. Today it has grown into a powerful, feature-rich system that is used by over 1,000 merchants who ship 10 to 2,000 orders per day. Our system offers "dotcom" capabilities at a price that almost any retailer can afford. The many powerful features of the **Stone Edge Order Manager**, combined with its' open nature and built-in-support for customization, offers economic benefits of off-the-shelf software with the flexibility of a custom-written program.

Who is Your Target Market and Why?

Our typical user is any company selling on the Internet and processing or shipping 10 to 2,500 orders per day. We also offer a POS system for those that have a brick and mortar environment and an on-line presence. The Order Manager makes it easy to import orders from your shopping cart and gives you the tools to manage your back-end procedures efficiently.

Stone Edge Technologies, Inc. is a software company that specializes in management tools for Internet retailers. We take pride in providing the kind of customer service that busy Web merchants want and need.

Our program makes it easy to

- ✓ Import data from your shopping cart
- ✓ Import and process orders
- ✓ Import up-to-date product and customer lists
- ✓ Synchronize stock levels in real-time between all your sales channels

Shopping carts vary in features and functionality; visit our [shopping cart matrix](#) for integration details

An eCommerce merchant requires a software program to manage customers, inventory, and orders efficiently, while managing growth along the way. **SEOM** is a back-office system for single and multi-channel merchants, assisting them in the management of customer service, inventory, shopping cart, POS, shipping, and many order management tools.

How does the *Stone Edge Order Manager* Work?

The **Stone Edge Order Manager** imports orders from a wide variety of Internet sources, including shopping carts such as Yahoo! Store, MonsterCommerce, Miva Merchant, Xcart and osCommerce, and sales channels such as Amazon, eBay and Shop.com. It also accepts "manual orders", such as those that arrive via email, phone, regular mail, etc., and it includes a POS (Point of Sale) system that acts as a cash register for "brick and mortar" stores. It then provides screens and tools for managing your customers, orders, inventory, purchase orders, drop shipping, fulfillment, payment processing and more. It can export daily summaries of sales, cost-of-goods, shipping charges, sales tax, credit card deposits, etc. to QuickBooks and other accounting programs.

The **Order Manager** is written in Microsoft Access and VBA (Visual Basic for Applications). It is highly customizable, and its data can be accessed from other applications if needed. The standard version of the Order Manager uses Microsoft Access for data storage. The Enterprise Level version uses the same customizable Access front end for the program, but uses Microsoft SQL Server for its data storage.

A list of features can be review at: <http://www.stoneedge.com/featureslist.htm> or take a look in-depth at features available at: <http://www.stoneedge.com/FeaturesInDepth.htm>

Who is your competition and how does the *Stone Edge Order Manager* differ?

Considering the functionality that our program offers, and our price range, there are not many other programs to choose from. A few similar programs would be ShipWorks, Order Motion, and Mail Order Manager.

The Stone Edge Order Manager is designed and priced for small companies. It is intended for companies shipping 10 to 2,500 orders per day. Although it is a very powerful business management system, it is priced significantly lower than most of its competitors, with an average installed price of under \$1,500 for up to 5 users.

One of our goals is to provide the broadest possible support for multi-channel merchants. We offer tight integration with a wide variety of shopping carts systems (including Miva Merchant, Yahoo! Store, Xcart, osCommerce, MonsterCommerce, ShopSite and many others) and other Internet sales channels (including eBay, Amazon.com, Shop.com and others). The **Order Manager** also includes a point-of-sale system for traditional retailers, which is fully integrated with the rest of the system, and the program also supports entry of mail order, telephone and other non-Web orders.

Another major feature of the **Order Manager** is the degree to which it can be customized for each merchant's needs. Written in Microsoft Access and VBA (Visual Basic for Applications), it is delivered as an open Microsoft Access database. No knowledge of Access is required, and to most users the **Order Manager** looks like a typical Windows application. However, for those who are familiar with Access, it offers easy access to the application data, the ability to customize all standard reports and to integrate your own reports into its Report Menu, hidden buttons on some forms that can be turned on and used to call custom functions, hooks at appropriate points in the program where custom functions can be called, and a system for maintaining your custom components through program updates.

- The **Stone Edge Order Manager** is much more oriented towards Internet retailers than **Mail Order Manager**, which is oriented towards traditional mail order businesses.
- **SEOM** is PC based: the data sits on your computer or local area network. Whereas OrderMotion is Web based: the data resides on their servers. **OrderMotion** charges fees for each transaction; the **Stone Edge Order Manager** does not charge per transaction.
- **ShipWorks** is primarily designed for printing shipping labels. The **Order Manager** has much more complete business functionality.

QuickBooks Integration:

The Order Manager can import products, customers and chart of accounts from QuickBooks. Those are normally one-time functions. It also sends accounting information to QuickBooks, which will typically be done on a regular schedule. We are using the standard QuickBooks API to write to QuickBooks (although our older IIF interface is still available, too).

A mini customer case study:

Sports Unlimited Inc.

is a family owned, full-line sporting goods store doing business in the Philadelphia area since 1983 and online at

www.sportsunlimitedinc.com

since 1998.

We sell fitness equipment, lacrosse, field hockey, football, baseball and basketball systems, Oakley sunglasses, Under Armour apparel, sports collectibles and NCAA, NFL, MLB, NBA, NHL and NASCAR gear.

We highly recommend using the Stone Edge Order Manager.

You'll be hard pressed to find software and a staff that can do everything Stone Edge can do for such a reasonable price.

Read the entire case study at:

<http://www.stoneedge.com/merch/antmall.asp>

The Stone Edge Order Manager sends summary accounting data to QuickBooks via xml using the SDK. The information is similar to what a POS program would record; daily sales, payments, inventory, cost of goods, sales tax, etc. There are two broad categories of information that can be exported from the Order Manager and imported into QuickBooks: sales and deposits. You can export either sales or deposits or both.

It is important to realize that once a company is using a full blown order manager, detailed information on items like customers, sales, inventory, and shipping are no longer housed inside the financial software.

Additionally, purchase orders and product invoices can be logged into SEOM and that information will be sent over to QuickBooks. This is a great time-saving feature and allows the merchant to use the regular Accounts Payable feature in QuickBooks to pay their bills.

Installation & Setup:

Our Express Setup Service (\$250) helps you install and configure the program and gives you a training session in three hours. That is usually adequate to get started.

Getting started with the basics usually takes a day or two. Becoming familiar with all of the Order Manager's features and capabilities can take months. It is highly recommended that the user start with the basics first, such as importing orders, printing invoices and packing slips, packing and shipping, etc. then start using the other features as they become more comfortable with the program.

System Requirements can be reviewed in detail at <http://www.stoneedge.com/OMSystemRequirements.htm>

Demonstrations & Trials

We offer live demonstrations by appointment, and use GoToMyPC. The program is so versatile and powerful, that we have found this to be the most effective in answering questions that are specific to each of our clients. The program is downloadable has a 30 day money back period.

Pricing, Support, Enhancements & Updates:

Standard Version: \$1,250 includes a license for use on up to 5 workstations at one physical location, plus a year of program updates and up to 3 hours of telephone support time. After the first year, support and updates cost \$350 per year. We also include 45 days of updates and support, including up to 2 hours of telephone support.

Enterprise Version: \$5,995 includes a license for use on up to 10 workstations at one physical location, plus a year of program updates and up to 5 hours of telephone support time. After the first year, support and updates cost \$1,500 per year.

We offer support via telephone, e-mail, and remote sessions during our normal working hours. Our staff is very knowledgeable in the program, as well as specific issues that our clients face in the world of eCommerce.

We have a dedicated support staff. Our programmers also take support calls when necessary. We have one person who is very experienced with QuickBooks. Installation support is included as part of general support. We also offer an optional Express Setup service that includes installation and training for \$250.

Once the initial support period has expired, we offer an annual contract \$350 per year for updates, in addition to up to 3 hours of telephone support. We also offer on-line self-help knowledgebase (<http://www.stoneedge.com/help>), phone, email, fax, forum (<http://www.stoneedge.net/forum/>) and newsletter.

Updates and enhancements to the program are based on user feedback, and each release goes through extensive beta testing before it is released to the general user.

How can the Stone Edge Order Manager help Advisors with their clients?

We feel ProAdvisors that work with eCommerce clients will find *The Stone Edge Order Manager* a great fit for their eCommerce clients. Many have probably looked at various order managers and found that it is difficult to find a program that truly 'fits' in the world of eCommerce. It is very important for a business owner to understand that how they use QuickBooks will now be different since they have added in a 3rd party program, and it is invaluable to work with a ProAdvisor that can assist the business owner during this transition.

© 2004-2006 Intuit Developer Network Advisory Council (IDNAC). All Rights reserved.

Intuit, the Intuit logo, Quicken, QuickBooks, Turbo Tax, ProSeries, and Lacerte, among others, are registered trademarks and/or registered service marks of Intuit Inc., in the United States and other countries; and are displayed with permission. Other parties' trademarks or service marks are the property of their respective owners and should be treated as such. This interview is provided for educational/information purposes only and does not represent any endorsement by IDNAC or its members.

Visit us on the web at <http://www.idnac.org>