Yahoo! Order Management from SuperWare

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Company Information:

Company: Superware, LLC
Contact: David Johns, info@thesupermanager.com
Website: http://www.thesupermanager.com
Established: 2003   **IDN Membership:** Pro 2004
Product: *The SuperManager Order Processor – Full Version*
QuickBooks Integration: QuickBooks 2002 Pro & Higher, Enterprise, and QuickBooks Point of Sale - Transfers items, customers and orders as Sales Receipts or Invoices from a Yahoo! Store® into a QuickBooks Data File
Integration with other software: Yahoo eCommerce Sites (Legacy and Merchant Solutions), Dazzle/Endicia, FedEx Ship Manager, UPS WorldShip, DHL WebShip, Custom text-based exports can be generated for other software

> An Interview With
>
> Superware, LLC
> www.thesupermanager.com

> *"The SuperManager is the best program I have seen and used for managing Yahoo Stores. Our order processing time has been reduced to 10 minutes instead of hours, everything is automated and works seamlessly, and the program is fast as lightning."*
>
> **Alan Shargani - Advanced Skin and Hair, Inc.**

At a Glance:

- *Automatically downloads orders, products, and merchant batches from Yahoo Stores to QuickBooks*
- *Ability to upload changes in order information & status to the Yahoo Store manager; Bi-directional between SuperManager and Yahoo*
- *Easily charge credit cards using the Yahoo merchant account interface*
- *Automatically import PayPal transactions, matching them to the orders*
- *Send e-mails based on custom templates*
- *Print custom invoices, pick lists, and other custom reports*
- *Integration with shipping vendor's software*
- *Export products, orders, and merchant batches to various formats*

Why was The SuperManager developed?

The **SuperManager Order Manager** fills a void in the market for an intermediate level order processor. In comparison with more complex and expensive packages, **The SuperManager** is easy to set-up and simple to learn; yet it offers a great deal of the functionality that the majority of Yahoo store owners require in order to operate efficiently.

Who is Your Target Market and Why?

The SuperManager is geared toward owners and/or operators of Yahoo stores who spend a great deal of time manually managing and processing their orders. It is our goal to make every day tasks of Yahoo Store owners manageable, effective, and efficient so they can focus on growing their business and living their life.

How does The SuperManager Work?

The **SuperManager** communicates seamlessly with the *Yahoo store manager* to download orders in XML format. This information is automatically parsed and entered into the local SuperManager database, which has been installed on the end-users computer. Installation of The SuperManager is a download from our site (http://thesupermanager.com/trial.html), and is specifically geared for the eMerchant and QuickBooks user.

The SuperManager automates every day tasks such as:

> ➢ Charge credit cards by communicating with the Yahoo store manager.
> ➢ Export sales receipts and/or invoices in detail or summary from Yahoo to QuickBooks or QuickBooks POS for financial tracking.
> ➢ Export data to shipping programs such as Dazzle, UPS WorldShip, FedEx ShipManager and similar programs to generate shipping labels.
> ➢ Once the shipping labels have been printed, users can import tracking numbers generated in the shipping software for tracking in The SuperManager and submission to Yahoo via their XML email system.
> ➢ **The SuperManager** also has internal email capabilities for generating and sending template-based emails.
> ➢ Handles multiple shipment tracking and can update shipment status back to Yahoo.
> ➢ Integrates seamlessly with PayPal.
> ➢ The ability to process off-line orders without having to process through Yahoo when needed.
> ➢ Ability to send drop ship e-mails instantly for vendor PO's.

Who is your competition and how does *The SuperManager* differ?

There are a variety of tools available to Yahoo Store owners that include various order management functions, however, many of the tools that are currently available automate only one or two processes. Other, more comprehensive, order management packages offer the automation of many processes. Generally, the smaller tools are inexpensive, but do not meet all the needs of an emerging business. Typically, full function order managers can be expensive, or have a steep learning curve; therefore, many store owners may not consider them.

The SuperManager offers many of the functionalities of the higher level order managers at a price reasonable for almost any business owner.

Despite its 'heavy-weight' capabilities, **The SuperManager** is very easy to learn and use. Within 20 minutes a store owner can install **The SuperManager**, enter their user name and password, download orders, and upload changes to the address and other fields to Yahoo, charge orders, and even export shipment information to their shipping software. Additional information for comparison can be found at http://www.thesupermanager.com/features.html.

A mini customer case study:

I used to spend hours and hours working on all of my orders. Charging credit cards one by one and writing invoices/purchase orders took forever for me. But as soon as I found out about the SuperManager Order Manager for Yahoo stores, I decided to give a try.

I save hours each day and as our sales volume has increased more than ever, now I can easily process all of my Yahoo order quickly and efficiently. I am charging the orders automatically, exporting invoices/purchase orders in just one click, and manage monthly reports and so much more now.

The best SuperManager feature is the compatibility with Dazzle shipping software which allows us to print USPS postage with one click.

QuickBooks Integration:

The SuperManager offers two methods of transferring financial information to QuickBooks. For users who want to have information for each individual order in QuickBooks, there is an order export available. The user enters a few account and item names, as well as some preferences in **The *SuperManager*** and then ***The SuperManager*** does most of the work from there!

The SuperManager offers the flexibility of exporting orders as invoices or sales receipts. It also gives the option to create a new customer for each order (or match to a previous customer by name) or to use a custom defined customer name. This could be a static phrase such as "SuperManager Import" or it can contain any of ***The SuperManager's*** dozens of variables to insert order information, such as order date. This same method of exporting is used for **QuickBooks POS**, which is also available.

One of the most popular features is the ability to easily configure the program to use the order date as the customer name; only 365 eCommerce 'customer names' will populate the QuickBooks customer list per year; yet all the information related to each sale is available within the Sales Receipts that were created. There are many ways to configure the system to work effectively with your QuickBooks program and Yahoo store.

The SuperManager also offers a merchant batch import for users that have too many orders to import each one into QuickBooks. Using this approach, ***The SuperManager*** looks up the orders that contributed to the amount received in the Yahoo merchant batch and divides out the income into Shipping, Sales Taxes, Taxable Sales and Nontaxable Sales. Additionally, if desired, the merchant fees can be calculated and subtracted from the total amount received. Once an eMerchant reaches a certain level of orders per day, this is the best option; all the details are housed in ***The SuperManager*** and summary information is posted to QuickBooks.

For users who have an existing QuickBooks database established and do not have the Yahoo code the same as the item name in QuickBooks, there is a match function to help users correctly link the Yahoo products to their QuickBooks item counterparts. Products from the Yahoo store can be created all at once in the beginning if desired, or they will be added as needed if they are not in QuickBooks. Adding items as they are sold can save a lot of space in the QuickBooks file for merchants who drop ship products.

Installation & Setup:

Typical installation time is less than a minute to install the program, and ten minutes or less to import products and orders. To learn the more advanced features typically takes one to two weeks. It is our experience, however, ***The SuperManager*** can save users time processing their orders beginning from the first day. ***SuperWare*** customer support is available to assist the store owner with any installation and setup needs.

Demonstrations & Trials

Potential buyers are able to try ***The SuperManager*** before they purchase it. After submitting a request at http://www.thesupermanager.com/trial.html, they are sent a 30-day license and link from which to download a full version of the program. If they decide to buy the program, they enter a new license key. It is not necessary to re-install or reconfigure the program, they can continue on from where they left off.   For a quick tour of the screens, go to http://www.thesupermanager.com/grand_tour.html - we also offer a User Forum, a Blog http://blog.thesupermanager.com/ on our site.

Pricing, Support, Enhancements & Updates:

Pricing information is found at http://www.thesupermanager.com/order.html. All purchases of **The SuperManager** come with 1 year of support and product upgrades. New features are continually being added to The SuperManager. **SuperWare** is committed to maintaining a good relationship with each and every customer.

We continually follow-up with existing and potential customers for feedback and recommendations on how the SuperManager can be improved, adding features that are most important to an eCommerce merchant is our commitment to our customers. The majority of the enhancements come from user feedback, which can be sent via e-mail or posted on our User Forum (http://www.thesupermanager.com/forum). As new features are added, a small group of beta testers are identified to test the new features and updates. Once the new release is proven to be stable, a general release is sent out to all users and the update is seamless.

The SuperManager is continually improving with new features and improvements; we also offer an Intro level version of our program called **The SuperManager Lite**; more information can be found at http://www.thesupermanager.com/smliteqb.html.

How can The SuperManager help Advisors with their clients?

ProAdvisors that work with clients who operate Yahoo stores will be doing themselves, and their clients, a big favor by checking out what The SuperManager has to offer. **The SuperManager** will take care of the time intensive and mundane work of order processing, allowing you and your client to focus on the big picture of running an eCommerce business efficiently and effectively.

Closing – What is the most important point you would like to make?

The SuperManager is a time saving, feature-rich order manager. We have packed many of the features only available in more expensive, and harder to learn order managers, into an easy to use inexpensive package. Within minutes of installing, The SuperManager user can be downloading orders, charging credit cards, exporting information to shipping packages, sending confirmation emails to customers and exporting financial data to QuickBooks. By allowing **The SuperManager** take care of these tasks, store owners can focus on growing their business.