Easy Interface to Yahoo Stores and QuickBooks – Importing Orders, Add Items, & Manage Your Lists!

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Company Information:

Company: Superware, LLC
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Hours & Time Zone: EST
Established: 2003 **IDN Membership:** Pro 2004
QuickBooks Integration: Transfers items, customers and orders as Sales Receipts or Invoices from a Yahoo! Store
Integration with other software: The Lite version is limited to exporting to QuickBooks.

> An Interview With
>
> **David Johns
> Superware, LLC**

> *The SuperManager shaved off human error and has increased accuracy and traceability of our order processing.*
>
> **Tim Choy - Fashionpartz.com**

Why was The SuperManager Lite developed?

The **SuperManager Lite** for QuickBooks fills a void in the market for an easy and comprehensive method for exporting product and order information from Yahoo Stores into QuickBooks. Currently, store operators are forced to:

➢ Reformat an .iif file that the Yahoo's Store Manager can export
➢ Work with one of the few currently available tools which provide limited QuickBooks integration capabilities
➢ Manually input information into QuickBooks
➢ Use a full-featured version that may be more than they need at the moment.

Many store operators outsource the task because of the required technical and accounting expertise. With the **SuperManager Lite** they can export store products and transactions with the click of a button.

At a Glance:

- *Automatically download and import orders, products and merchant batches from Yahoo Stores at the click of a single button*
- *With SuperWare's PayPal IPN service, PayPal transactions are automatically imported and matched with orders.*
- *Export products, orders and merchant batches to QuickBooks/QuickBooks POS in batch quantities.*
- *Shipping, discounts, adjustments, and other standard line items are created automatically in QuickBooks by the SuperManager, leaving accounts as the only thing that has to be set up by the user in QuickBooks.*
- *Products can be managed as unique option combinations allowing for inventory management of products with options in QuickBooks/QuickBooks POS.*

Who is Your Target Market and Why?

The **SuperManager Lite** for QuickBooks is for user/operators of Yahoo stores who either have an order processor system in place that does not export to QuickBooks or who manually process orders but need their accounting information into QuickBooks. The Yahoo Store Manager does offer an .iif export, but this format requires a lot of manual massaging by a QuickBooks expert to bring it into a usable state. The SuperManager makes it possible for a QuickBooks non-expert to correctly import order information into QuickBooks. We find that new Yahoo Store Owners, or those doing the process manually, benefit quickly and with little time or financial investment.

How does The SuperManager Work?

The **SuperManager** communicates with the *Yahoo Store Manager* to download orders in XML format. This format is automatically parsed and entered into the local **SuperManager** database. Users can then choose the orders, items and merchant account batches to export to QuickBooks, exporting a large batch of them at a time if needed. Any items that do not already exist in QuickBooks can be added as an Inventory or Non-Inventory item on the fly; eliminating the double-entry of updating the Yahoo Store and the QuickBooks file.

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

There are several entry-level tools, most relatively new, that are now available to export store information to QuickBooks; however some require a longer learning curve, or do not offer as many features as the **SuperManager Lite**. There are a few mid-level order possessors that integrate with Yahoo Stores and QuickBooks; and a widely used higher level package (Stone Edge Order Manager). The **SuperManager Lite** for QuickBooks offers the easiest to use and most comprehensive solution to integrate Yahoo with QuickBooks in the entry to mid-level market that is currently available, in our opinion.

Of the lower level tools, some of them still use the .iif format. Others offer a qbxml-based approach. However, in general, we have heard from users that many of them are quite complex to set-up and learn. For users experienced with QuickBooks and that specific tool they may serve the purpose. However, the average store owner/operator tends to require a few hours of training and experience before they will save time over using Yahoo's .iif export, which is available for free. Additionally, **The SuperManager Lite** offers the unique difference of being expandable into a full-blown order processor. Users can upgrade to the *full version* of **The SuperManager**, paying only the difference between the **Lite** version and the *full version*. This allows them to continue working with the same easy-to-use interface they are already comfortable with, and add functionality without any down-time. We also feel our pricing is unique, allowing new users the option to become automated without a large financial investment.

A mini customer case study:

*A recent client had been managing all their Yahoo orders via the back-end of Yahoo and thru Excel. They were able to get QuickBooks set-up, purchased the **SuperManager Lite** & within a few days were not only proficient with using the program; they also imported over 4,050 orders! They were able to update their item list in the process; import their batches, and even customize how the programs worked to fit their specific needs. They accomplished more in 1 week then they had in 4 years, and all with minimal training and without errors or frustration! They were thrilled to find the type of solution they needed, and amazed at how easy it was to integrate the systems.*

QuickBooks Integration:

The **SuperManager Lite** for QuickBooks offers two methods of transferring financial information to QuickBooks. For users who want to have 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.** The SuperManager does most of the rest! Products from the Yahoo store can be created all at once in the beginning if desired, or they will be added them as needed if they are not in 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. The **SuperManager Lite** 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.

The SuperManager Lite 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 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.

Installation & Setup:

Typical installation time is less that a minute to install the program, which is downloadable from our site (http://www.thesupermanager.com/smliteqb.html). Approximately ten to fifteen minutes, or less, is required to set up the necessary accounts for importing products and orders and establish the initial connection between the programs. We have worked hard to make it as easy as possible for the end-user; offering remote access assistance and a Quick Start Guide (http://www.thesupermanager.com/smliteqb_qsguide.pdf), in addition to the full users' manual.

Demonstrations & Trials

Potential buyers are able to try **The SuperManager Lite** out before they buy 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 fully functioning version of the program. If they decide to buy the program all they have to do is enter a new license key. It is not necessary to re-install and they can continue on from where they left off.

Pricing, Support, Enhancements & Updates:

The SuperManager Lite for QuickBooks is currently priced at $99. This license gives the right to use the program with multiple stores and on multiple computers; which is also unique to our program. New features are continually being added based on customer needs and user feedback. **SuperWare** is committed to maintaining a good relationship with each and every customer. We continually follow-up with our existing and potential customers, so we can make our product best it can be. We advise them of updates, offer assistance, and listen to their feedback and recommendations so we can continue to improve all of our products.

How can The SuperManager help ProAdvisor's with their clients?

ProAdvisors that work with clients who operate Yahoo stores will be doing themselves and their clients a big favor by referring them to **The SuperManager Lite** for QuickBooks. The SuperManager will take care of the time intensive and mundane work, allowing you and your client to focus on the big picture of the holistic accounting and growing the business.

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

The **SuperManager Lite** for QuickBooks is a time saving, feature-packed QuickBooks interface for the Yahoo store platform. Within seconds of downloading and installing the program users can automatically download orders, products and batch information into the tool. Each of these can then be batch imported to QuickBooks. The **SuperManager** automatically creates most of the necessary interfaces. As their order processing needs become greater they can upgrade to the *full version* of **The SuperManager** and start processing credit cards and shipments from the same easy-to-use interface they already know. We believe in offering a program with a great deal of functionality, at a price a new user can afford.