T-Hub – Integrate your eCommerce Store with QuickBooks

This article has been contributed by Roxanne Brown, CQA – Professional Business Solutions 4U, LLC & Managing Editor, IDNAC Newsletter   June 2006

Company Information:

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Hours & Time Zone: Mon – Fri, 9am to 6pm EST
Established: 2001   **IDN Membership:** 2003, Premier
QuickBooks Integration: 6 years, QuickBooks Pro, Premier, Enterprise 2004 and newer and Point of Sale

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An Interview With

Manish Jha,
T-Hub from Atandra

I have looked years for a program that does what T-HUB does. I just got setup and it looks like it is definitely a winner. Great Solution! Especially for QuickBooks users. Others solutions that I looked at were to complicated and cumbersome. I never had a problem getting in touch with the company. Rarely did a person not pick up the phone. If I were to do it over, I would go with T-HUB again

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At a Glance:

- ➢ *Integrate eCommerce stores with QuickBooks*
- ➢ *Works with QuickBooks POS*
- ➢ *Manage On-Line & Off-Line Orders Easily*
- ➢ *Shipping Integration*
- ➢ *Integrated Credit Card Charging*
- ➢ *Handles Back-Orders Efficiently*
- ➢ *Single Screen Interface*

Why was T-Hub developed?

T-HUB was developed to ease the pain of systems integration for eCommerce business owners. **T-HUB** is an online order manager that will track all your orders, handle shipping, process credit card payments and QuickBooks integration. It is a powerful back-office system for single and multi-channel merchants. You can setup one or more stores and download all orders collectively into **T-HUB**. More importantly, it enables you to leverage software investments you have already made.
T-HUB technology can be customized to work with almost any shopping cart; if one is not already supported, we will work with the client to make it available.

Who is Your Target Market and Why?

T-HUB is built so business owners can install and configure the program themselves**. T-HUB** is useful for anyone who runs an eCommerce business, processing anywhere from 10 to few hundred orders per day and also offers the ability to process offline orders. You can accept phone, fax, or mail orders and enter them directly in **T-HUB**, charge them on one of the supported payment gateways, ship them, and post them to QuickBooks from a single screen.

How does T-Hub Work?

T-HUB offers real-time integration with several online stores out of the box. In real-time, as orders are placed on your online store, **T-HUB** will automatically download them, allowing you the ability to view all online orders on one screen. You can then print a packing list from **T-HUB** and assemble your orders for

shipment. If enabled for shipping integration (UPS and USPS/Endicia), **T-HUB** will transfer the shipping address information and obtain the tracking number to post along with order information into QuickBooks.

Once shipping is complete, the user simply selects 'processed orders' and they will be posted to QuickBooks. At the end of the day, you have processed orders from all your online channels, and all the order information updated in QuickBooks. You can easily use the Customer Navigator in QuickBooks for your customer service functions.

Business owners who also have a brick and mortar store can use **T-HUB** with QuickBooks Point of Sale for the ultimate systems integration. While online orders are posted to QuickBooks Point of Sale the same way, retail store sales can update in stock quantities on their online stores real time. No more back-orders of 'Chicken Dance Elmo' at Christmas time!

Who is your competition and how does T-Hub differ?

T-HUB simplifies QuickBooks integration for eCommerce stores by importing online orders from stores such as Yahoo, PayPal, osCommerce, AspDotNetStorefront, and MyCart.Net directly into QuickBooks with the click of a button. You do not need to download and transfer files between your website and QuickBooks. **T-HUB** comes with shipping integration and payment processing through popular payment gateways built right into it. All this is done securely, so you can rest assured that your financial transactions stay safe. **T-HUB** has all many of the features of a high-end order manager at a very affordable price.

A mini customer case study:

This great product has saved our company so much time, effort and money. Once you get setup, you can save so much time getting your website orders into QuickBooks. It seamlessly syncs orders from our osCommerce shopping cart into QuickBooks 2005.

I love the user friendly interface to pull down orders and then select which ones you want to post to QuickBooks. The interface for QuickBooks posting preferences is also very user friendly. The product documentation includes screen shots and step by step instructions which are very easy to follow to get setup.

QuickBooks Integration:

T-HUB lets you control how the orders will be posted in QuickBooks - naming customers, creating new items, recording shipping charges, taxes and coupon discounts. Online sales can be recorded as sales receipts, invoices, sales orders, or even as an estimate in QuickBooks. You can review and edit orders (e.g. correct spelling errors in Address information) before posting. For multi-channel merchants, **T-HUB** allows multiple store profiles, so you can get a consolidated view of all your online orders, no matter which store they came from.

With built-in shipping integration, **T-HUB** allows you to transfer shipping address from online orders to your shipping carrier. You can store the tracking number along with your order in QuickBooks to help with customer service/order tracking.

T-HUB writes order information into QuickBooks as invoices or sales receipts. Since **T-HUB** uses the QuickBooks SDK to communicate with QuickBooks, it ensures that transactions are balanced as if they were created manually using the program.

Installation & Setup:

Installation is a quick download available from our site, typically within 20 minutes the program can be downloaded, installed, and configured. System requirements are:
- Windows NT/2000/XP

- MS Access 2000 or above (Free runtime version available)
- QuickBooks (US or Canadian) 2004 Pro or above
- UPS WorldShip 7.0 (for UPS integration)

We also offer 30 days of unlimited support from the purchase date to assist the new user.

Demonstrations & Trials

We offer a visual flash tour online at http://atandra.com/library/movies/THub/THub_Overview.htm. We also offer a 15-day free trial period after registration; the program can be downloaded at http://atandra.com/jsp/download.jsp. During the trial period, support is offered via e-mail and a ticketing system.

Pricing, Support, Enhancements & Updates:

A single store license for T-Hub is $200; an additional $200 per year is required for real-time connectivity for Yahoo stores and PayPal only. Minor updates/fixes are made available throughout the year, and major feature upgrades are typically on a yearly basis; based on the feedback of our varied customer base.

How can T-Hub help Advisors with their clients?

Three ways specifically we see:

1. Embracing new technology will help you and your clients grow a profitable and efficient business.
2. Atandra has a variety of products covering many business applications than can enable ProAdvisors to work with QuickBooks. Besides **T-HUB** for eCommerce integration; Data Flow Manager can bridge almost any system with over 200 transactions in QuickBooks. Credit Card Charger enables you to process customer payments from inside QuickBooks on external payment gateways (i.e. if you have merchant accounts other than QBMS).
3. Most importantly, we focus on delivering solutions and will do what it takes to get your job done. Many customers have thanked us for our valuable advice, saying that it has saved hours and hours of learning and research; we value the relationship with ProAdvisors and look forward in assisting them with their clients.

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

1. **Save time** with T-HUB's one click order download. No more double data entry or exporting files.
2. **Simplify** order management process. Download orders, charge them, ship them and post them from a single screen.
3. Keep your books up to date without extra burden. With **real-time download**, your QuickBooks file can be updated as soon as orders arrive online.

Free up yourself or your staff to focus on growing your business while **T-HUB** does the routine work. The addition of our program can dramatically increase the efficiency of an eCommerce client, and is easy to set up and learn for the user.