

## SUCCESS STORY

### IA Modules - Instant Hosted eCommerce Web Store

Exclusive live QuickBooks link, hosted for you, supports 30,000+ products, unlimited categories, full customer account history, real time inventory. Price: \$500.00



**“When we decided to have a web store, having the inventory match between the retail store and web site was paramount. We looked at numerous possible solutions, but once we looked at IA Modules the decision was easy.”** - Kevin Smith, [www.abitoftack.com](http://www.abitoftack.com)

### Customer Profile

Kevin Smith, a professional web designer, was tasked with evaluating and selecting an online eCommerce software package for his QuickBooks Point of Sale based horse & rider product client.

### Business Challenge

As a designer, Kevin’s reputation was on the line to quickly deliver an integrated eCommerce solution. As a designer, he also needed a system he could customize easily. He is quick to note: “Some of the other solutions we looked at used antiquated or dated technology and/or methodology. Having a solution that we felt confident we would not outgrow or limit us in the future was critical to our long term strategy.”

### Solution Overview

“It has a reasonable startup cost, the hosting was installed quickly and the initial training followed very shortly thereafter. **From a technical stand point we had a web store in less than a week**”, said Kevin. Meeting designer’s needs is a key strength of IA Modules. As Kevin attests: “IA Modules provides a great deal of flexibility in the realm of design and layout, I had little trouble customizing the site to suit our desires....The use of XML and XSL is new to us, but after a little research and education it is not hard to see the advantages it offers us today and in the future.”

### Business Benefits

Kevin’s client, A Bit of Tack, can now confidently sell online and in their large retail store without overselling inventory thanks to IA Modules synchronization. As Kevin had ideas for improvement or needed help, **IA Modules was quick to respond at all levels**. As Kevin puts it, “Having had some experience with other web stores I was elated when I made suggestions and saw them developed and implemented.” IA Modules, a complete solution provider, is also uniquely positioned to support clients faster than others. “If they don’t immediately know the answer, they are always proactive, offering suggestions and ideas, even offering samples, all targeted at finding an answer.” said Kevin.



### Customer:

A Bit of Tack

### Location:

Parker, Colorado

### Industry:

Horse & rider supplies

### Business Challenge:

A Bit of Tack required an eCommerce system integrated with QB POS to reflect accurate inventory. Their designer needed a flexible design ability to achieve his goals.

### Solution:

Our one day setup, state of the art design technology, responsive support and development.

### Results:

Kevin quickly and successfully provided a sharp looking fully integrated online store for his client in a week!