Connected Business vs Quickbook Enterprise
Is Quickbook Enterprise Holding Back Your Business?

What You Need To Know
QuickBooks is a great entry level solution for Manufacturers / Distributors in the Gift and Home industry, but it is by no means a long-term solution. Even the most powerful version of QuickBooks, QuickBooks Enterprise, has a file-size limitation of 1.5gb and is known to have performance and stability problems as the database size increases.

Connected Business in comparison, uses the powerful Microsoft SQL database engine ensuing that your company can continue to speed along even on your busiest days.

We invite you to learn more about Connected Business and its many benefits over QuickBooks Enterprise. If you would like to learn more about Connected Business and how it can help your company grow sales and operate more efficiently, please feel free to reach out to us at sales@connectedbusiness.com or 310-734-4290 and one of our professionals would be happy to assist you.

Sincerely,

The Connected Business Team
Take the following quiz to see if it’s time for your company to upgrade out of QuickBooks...

1. □ QuickBooks is getting slower and less reliable over time
2. □ You need multiple solutions to manage your business (or even to fulfill a single order)
3. □ You are having to process tasks manually due to limitations in QuickBooks
5. □ QuickBooks is limiting your ability to provide B2B eCommerce Buyers with the “Amazon Like” experience they expect, driving buyers to competitors.
6. □ Lack of actionable inventory data (reporting) is resulting in too much / too little inventory stock
7. □ Your team frequently take orders for items that are out of stock when acceptable substitute items are in stock
8. □ You sell products are easily accessorized; but your team rarely upsells customers
9. □ Your inventory turns are higher than they should be, resulting in higher overhead and a poor return in capital
10. □ You are unable to keep track of your wholesale (tax exempt) / taxable sales across state lines to determine if economic nexus thresholds have been reached
11. □ You need to customize the solution to meet unique business processes
12. □ You need a GAAP compliant accounting solution with a strong financial audit trail
13. □ You need a solution that will not “fall apart” as you grow

If you’ve checked even one of these, your company has outgrown QuickBooks.
Connected Business Is Unified

Connected Business is the first Unified Business Management solution for the Gift and Home Industry. Designed by former Gift & Home Industry executives, Connected Business includes everything your company needs to succeed in one easy to use, comprehensive solution:

- ERP (Customer Management, Order Management, Supply Chain Management, Inventory Management, Warehouse Management, Banking Management, Financial Management, Credit Card Processing)
- CRM (Contact Management, Customer Relations Management, Sales Force Management, Sales Rep Management, Marketing Campaign Management)
- eCommerce (B2B / B2C and multi-store ready)
- Business Intelligence (Reporting, “Drag and Drop” Pivot Tables, Dashboards)
- Shipping (Shipping Labels, Shipment Tracking, Address Verifications)
- Marketplace / Connectors (Amazon, Brandwise, Channel Advisor, eBay, Etsy, Faire, Groupon Goods, Overstock, Rakuten, Walmart Marketplace and many more)
- Point of Sale
- Customization Tools (Restful Web Services, Free SDK, Menu Designer, Screen Designer, Data Dictionary, Search Designer, Etc.)
“We Switched From NetSuite And Couldn't Be Happier. We Are Saving Over $36,000/yr And Growing Faster Than Ever.”

Doyle Yoder, CEO, Expressions By Decor
Connected Business Is Designed To Help You Increase Sales. QuickBooks Is Not.

As former gift industry executives, we understand that nothing is more important than sales in your business. To give our users the competitive edge, we have built several features into Connected Business to turbo-charge your sales. Here are a few examples:

1. **Connected Business displays substitute items when taking an order.** This allows order takers to direct customers towards in stock products.

2. **Connected Business displays accessories items when taking an order.** This allows order takers to easily add additional items to a sale increasing the order size (i.e. “if you’re going to buy the papa bear collection, may we also suggest the momma bear collection as well? They will make a nice display in your store and often sell together...”).

3. **Connected Business displays “cross sell” items when taking an order.** This feature uses the sale algorithm as Amazon’s “people who bought this also bought that” and allows the order taker to suggest additional items based off proven sell through rates.

4. **Connected Business provides order takers with complete supply chain information** allowing them to provide buyers with accurate, comprehensive, inventory availability information (i.e. “we only have 2 cases of this product in stock today, but we have a shipment arriving on the 10th. Would you like to order the 2 to ship now and the balance of your order to ship on the 10th?”).

5. **Connected Business includes a full CRM suite for your sales that includes:**

   1. Marketing campaigns. These can be call, fax, or email based.
   3. Organize Follow-up Campaigns.
“By Using The Upsell Tools Built Into Connected Business, We Have Increased Our Average Order By $200 Since We Switched From QuickBooks. For Us, That's $3.9 Million A Year In Additional Sales! Our Biggest Regret Is Not Moving To Connected Business Sooner!”
Connected Business Significantly Increases Your Productivity. QuickBooks?

Unlike QuickBooks, Connected Business is designed to unify all your internal departments and business processes. The results are streamlined operations with increased productivity, less repetitive tasks, and fewer issues due to careless mistakes. Here are a few examples:

**Sales Team Productivity**
- Provide your sales team with real-time order and stock availability data.
- Follow-up forms allow sales teams to focus on customers that are due to reorder keeping accounts alive.
- Sales Teams can track all sales opportunities on the opportunity dashboards.
- Sales teams can organize sales activities using meetings, call, call-back, and to-do activities and track those activities on the calendar.

**Customer Service Team Productivity**
- A central calendar tracks all customer activities.
- The staff may create Case Activities to track the progress of a customer challenge.
- The staff creates To-do Activities to document a commitment to a customer.

**Inventory Purchasing Team**
- Stock levels are always up to date for all locations, on the shopping cart, and the POS Terminal
- Auto Purchasing feature keeps your inventory stock at desired quantity levels
- Backorders automatically reserved to purchase orders.
- Backorders cleared for shipping when the purchased order is received.

These are a few examples of how Connected Business increases productivity and reduces mistakes.

Kal Abdalla, CEO, allivet.com

Did you know that B2B eCommerce will pass $1 Trillion in sales in 2020? Did you know that the average B2B company is taking 20% of their orders online? Did you know that some large Gift and Home Industry companies are getting as much as 35% of orders from their B2B website? If you are running your back office and eCommerce website on separate solutions, your competitors are taking business from you!

Checkout our 34 page B2B eCommerce e-Book to learn the facts!
“In 4 Years
Our B2B eCommerce Sales Increases 2,000% Using Connected Business...”

Matt Lee, CTO, CWIGifts.com
Connected Business Includes Warehousing And Shipping. QuickBooks Does Not.

Connected Warehouse

Connected Warehouse is an iPad based lite warehouse management solution (WMS) that allows you to barcode your inventory and quickly pick and pack orders, receive incoming shipments take stock and more.

Connected Shipping

Connected Business includes full connectivity to popular freight carriers such as UPS, FedEx and USPS. This allows you to get shipping quotes, quickly generate shipping labels and provide tracking information without having to leave the solution. Connected Business Enterprise takes this one step further with a "Touch Optimized" shipping manger designed for the shipping station.
Connected Business Is Priced From FREE.

Unlike most mid-market Unified Business Solutions, Connected Business is actually affordable. In fact, our Express Edition, which is more powerful than QuickBooks Enterprise, is 100% free. Even our most expensive version, our Enterprise Edition, is priced favorably to QuickBooks Enterprise once you factor in the costs of all the solutions it replaces. Affordably priced, Connected Business will generate a positive ROI for your company in year one making it the smarted business decision you can make. Connected Business editions include:

**Express Edition**

The Connected Business Express Edition is 100% free with unlimited users, customers, products, etc. It is the perfect upgrade for companies using simple accounting solution such as QuickBooks, QuickBooks Enterprise, old Foxpro based systems, or inexpensive shopping cart solutions. The Connected Business Express Edition works with the free Microsoft SQL Express database engine.

**Professional Edition**

The Connected Business Professional Edition includes everything in the Express Edition and adds the following: Multi-Segmented General Ledger option (for complex accounting), 5 predefined user roles so you can limit employee access to sensitive data, the ability to work with the full Microsoft SQL database engine for speed and performance and our 24/6 technical support for peace of mind.

**Enterprise Edition**

The Connected Business Enterprise Edition includes everything in the Professional Edition and adds the following: Access to all core customization features such as; User Role Designer, Screen Designer, Search Designer, Data Dictionary (to add/modify fields/views). Access to the dashboard designer. The Plug-in Manager (needed to install third party plug-ins/modules).
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Connected Business Is Designed To Be Customized. QuickBooks Enterprise Is Not.

Every business is as unique as the people behind them, so we have designed Connected Business to be fully customizable. Connected Business Enterprise includes industry leading customization tools designed to help you customize the solution – right within the solution!

For more advanced customization needs, we have a global network of partners that are trained to use our free SDK and RESTful web service layer. Customization tools in the Enterprise Edition include:

**Powerful Data Dictionary:** Easily Customize Existing Tables And Fields Or Create New Tables, Fields and SQL Stored Procedures To Meet The Exact Needs Of Your Business

**Powerful Menu Designer:** Easily Setup Custom Menus For Your Various User Roles. Modify Menu Names, Disable Unneeded Functions, Replace Existing Modules (With Custom Ones), Hide Restricted Modules / Forms And More.

**Powerful Form Designer:** Easily Customize The Forms Inside Connected Business With Our Powerful “Drag And Drop” Form Designer. Add Fields, Remove Fields, Change / Add Tabs And More.

**Powerful Search Designer:** The Connected Business Search Designer Allows you to create custom search screens based on your requirements in a easy to use query editor form.

**Powerful Business Intelligence / Dashboard Designer:** The business intelligence designer makes it easy to create complex “drag and drop” pivot tables that greatly simplifies complex business reporting while the dashboard designer allows you create visually interactive dashboards to quickly analyze complex data.

Connected Business’ roots in the Gift and Home industry are quickly apparent. Inventory types include matrixes (i.e. sizes colors), assembly, kits and bundles to name a few.

- These items can be sold in custom definable units of measure such as each, dozens, cases.
- Pricing can be organized into price lists, and Connected Business even supports customer specific negotiated prices.
- Sales Rep commissions can be setup and recorded and our powerful commission wizard will automatically pay your sales reps.
- Connected Business also connects to several industry specific B2B networks such as Brandwise and Faire to make your life easier.

Contact our sales team today to see all of these incredible features in action.