



Case study

QuickBooks

How Active Apparel saves time and cuts costs thanks to the Linnworks-QuickBooks integration



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Active Apparel is a thriving online retailer specializing in activewear and fitness clothing. With a wide range of products designed to meet the needs of fitness enthusiasts, Active Apparel has built a reputation for quality, style, and exceptional customer service. As their business grows, managing thousands of orders daily requires efficient systems to streamline operations and maintain accuracy.

The challenge

Managing thousands of orders each day poses significant challenges, especially when it comes to accurate bookkeeping and timely information processing. Sharon from Active Apparel highlights the critical need for an efficient system that eliminates manual data entry into QuickBooks, ensuring that all financial records are accurate and up-to-date.



Sharon

Active Apparel



The solution: Native Linnworks integration with QuickBooks Online

Time-saving and accurate

“The integration eliminates the need for manual entry into QuickBooks, resulting in improved accuracy and timely availability of information,” says Sharon. By automating the data transfer process, Active Apparel saves valuable time and reduces the risk of human error. This efficiency contributes to cost savings by minimizing the need for additional staff as the company scales.

Processed orders as invoices

Ensuring that processed orders from Linnworks are sent to QuickBooks as invoices is crucial for accurate bookkeeping. Sharon explains, “This ensures that they are captured correctly from a book-keeping perspective in QB and assists with reconciling to payment gateways.” This seamless flow of information helps maintain financial accuracy and ease during reconciliation processes.

Grouping invoices by channel/ sub source

Although direct-to-consumer sales mean the customer record in QuickBooks is less critical, grouping invoices by channel or sub-source plays a vital role. "Grouping the invoices by Channel/Sub source helps with reporting and reconciliations," Sharon notes. This organizational method provides clear insights into sales performance across different platforms, aiding in strategic decision-making.



A game-changing integration

Active Apparel's integration of linnworks with QuickBooks has proven to be a game-changer. By automating key processes, the company achieves substantial time savings, improved accuracy, and cost efficiency. "I would definitely recommend this feature to other users," Sharon

Matching supplier records

Matching the corresponding supplier record with a PO sent from Linnworks to QuickBooks adds another layer of efficiency. Sharon states, "This means we will be able to match the supplier invoice to the PO and assists with the bookkeeping in QB." This feature enhances the ability to reconcile supplier invoices with purchase orders, maintaining accurate accounts payable records.

Purchase orders sent as bills

The automation of purchase orders within Linnworks sent to QuickBooks as bills significantly reduces manual workload.



The elimination of manual inputting to QuickBooks is invaluable, improved accuracy and huge time-saving benefits.

Sharon, Active Apparel



This streamlined process ensures that all financial records are accurately maintained without the tedious task of manual entry.

concludes, reflecting the positive impact of this integration on Active Apparel's operations. This case study underscores the importance of seamless integration for businesses managing high volumes of transactions and striving for operational excellence.



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