Setting up and using QuickBooks for Multi-Channel Retailers

William English
Today’s speaker

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QuickBooks Solution Provider - 100K Club
Certified QuickBooks ProAdvisor - Desktop and Online
Certified QuickBooks Enterprise and Point of Sale
Certified in Revel Point of Sale System
Member – Intuit Writer/Trainer Network
– Co-authored the QuickBooks Point of Sale V12 certification course
Over 20 years experience in the Retail and Hospitality industries

William S. English
CPE Process

In order to receive CPE credit
- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for 1 hour of CPE
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register
I see inventory that needs to be managed
Agenda

Retail landscape
New retailer
• Needs analysis
• Demo LightSpeed as one solution including LightSpeed Accounting

Existing retailer who wants to sell online
• Needs analysis
• Demo Shopify and discuss connectors

Existing retailer who currently sells online
• Needs analysis
• Best practices for using Webgility’s Unity product
Retail landscape

Not one size fits all

First of all, why sell online?
• Extra revenue potential 24/7 storefront
• Customer acquisition
• Build a Brand extension or experience for your customer

How?
• Etsy, Ebay, Amazon, your own web site or all of the above
• Does your Point of Sale system offer E-commerce?
Retail landscape

What are some of the challenges retailers face going on-line?

• Logistics
  – How do you source products?
  – What about shipping?

• Marketing
  – Paid
  – Viral
New retailer

What type of products are they going to sell?
• Any special requirements? (Firearms, Alcohol, Marijuana)
• What are plans for future expansion?

Do they plan to sell online?
• How?
• What about the tax implications?

Doing a Needs Analysis upfront can avoid problems and lets you recommend the right Tech Stack
## Point of sale systems

This is a snapshot of the more popular systems

<table>
<thead>
<tr>
<th>System</th>
<th>Cost</th>
<th>Merchant Services</th>
<th>Integration to QuickBooks Online</th>
<th>Inventory Management</th>
<th>Customization</th>
<th>Ease of Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square</td>
<td>Monthly/ $60</td>
<td>Proprietary</td>
<td>3rd Party</td>
<td>Limited</td>
<td>Limited</td>
<td>Easy</td>
</tr>
<tr>
<td>Shopify</td>
<td>Monthly/ $79</td>
<td>Proprietary/ 1% fee</td>
<td>3rd Party</td>
<td>Limited</td>
<td>Themes</td>
<td>Easy</td>
</tr>
<tr>
<td>Lightspeed</td>
<td>Monthly or Annual $99/mo</td>
<td>Optional 3rd party</td>
<td>3rd Party</td>
<td>Robust</td>
<td>Extensive</td>
<td>Easy</td>
</tr>
<tr>
<td>QuickBooks POS</td>
<td>Software license</td>
<td>Intuit</td>
<td>3rd Party</td>
<td>Robust</td>
<td>Limited</td>
<td>Depends</td>
</tr>
<tr>
<td>Clover</td>
<td>?? Depends</td>
<td>Proprietary/Bank</td>
<td>3rd Party/No inventory</td>
<td>Add on</td>
<td>Limited</td>
<td>Depends</td>
</tr>
<tr>
<td>Revel</td>
<td>Monthly /$119</td>
<td>Optional 3rd party</td>
<td>Built in</td>
<td>Improving</td>
<td>Limited</td>
<td>Depends</td>
</tr>
<tr>
<td>NCR Silver</td>
<td>Monthly/$79</td>
<td>Optional 3rd party</td>
<td>3rd party</td>
<td>Robust</td>
<td>Limited</td>
<td>Easy</td>
</tr>
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</table>
New retailer-Lightspeed demo
Let's jump into one of my favorite multi-Channel POS systems!!

Photo: https://www.lightspeedhq.com/blog/6-lightspeed-retail-functions-you-need-to-master/
Lightspeed

Cloud Based Point of Sale with E-Commerce Integration

Fully featured POS
• Strong Inventory functionality
• E-Commerce capable
• Ipad based app available
• Integration to QuickBooks Online (QBO) using LightSpeed accounting
Implementation steps - LightSpeed

Pre install planning
- URL is assigned
- Hardware if ordered is shipped
- On-Boarding Appointment is set

Import data
- Provide Inventory data to LightSpeed
- Or import using tool
- Configure merchant account
- Configure LightSpeed Accounting

Go-Live
- Depends on if replacing system or new install
- If replacing, determine cut over date
- If new consider soft launch

Close out meeting
- 2 weeks after
- List of concerns
- Communicate on-going support
- Review financials

Critical to understand how to get inventory into the system, Will you do it or let Lightspeed?
Existing retailer

What do they do now?

• Vanity site, no E-Commerce
• What is their current Point of Sale capable of?

Shopify as a possible solution?

• Understand what Shopify does and doesn’t do?
• Proper QBO integration requires a 3rd party connector

Shopify has strong E-Commerce offering, however no inventory management
Existing retailer adding E-Commerce

Shopify is one of the most widely used E-Commerce platforms, let’s take a look.
Shopify

Cloud Based E-Commerce Platform with add on Point of Sale functionality

- Limited Inventory functionality
- Lots of theme’s available
- POS platform available
- Integration to QBO via Shogo or OneSaas
Implementation steps - Shopify

Pre install planning
- Sign up for account
- Complete the initial set up
- Review account management
- Add staff accounts as need

Installation
- Import items using Website or push using OneSaas
- Organize products
- Configure OneSaas
- Inventory managed in QBO
- Shipping and Taxes
- Set up payment provider

Go-Live
- Place some test orders
- Market new site
- Create URL redirect from your website to your store

Close out meeting
- 2 weeks after
- List of concerns
- Communicate on-going support
- Review financials
- Is OneSaas working properly
Existing retailer with existing E-Commerce site

What cart do they use now?
• Are they open to changing the cart
• Do they have multiple Channels (Ebay, Amazon, Walmart)
• What Point of Sale system do they have?
  – Is there E-Commerce built in that they are not using?

Webgility is the connector between carts and QBO
• Understand what Webgility does and doesn’t do
• Webgility is the connector between all of the channels and QBO
## E-Commerce and marketplaces

<table>
<thead>
<tr>
<th>Platform</th>
<th>Cost</th>
<th>Merchant Services</th>
<th>Integration to QBO</th>
<th>Inventory Management</th>
<th>Ease of Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Etsy</td>
<td>.20 to list 5% fee</td>
<td>Proprietary 3% Plus .25</td>
<td>None</td>
<td>Limited</td>
<td>Easy</td>
</tr>
<tr>
<td>Ebay</td>
<td>Depends on plan</td>
<td>Proprietary</td>
<td>Webgility</td>
<td>QBO</td>
<td>Medium</td>
</tr>
<tr>
<td>Amazon</td>
<td>Depends on plan</td>
<td>Proprietary</td>
<td>Webgility</td>
<td>QBO</td>
<td>FBA versus self</td>
</tr>
<tr>
<td>Walmart</td>
<td>39.99/mo plus referral fee of 6% to 20%</td>
<td>Proprietary</td>
<td>Webgility</td>
<td>QBO</td>
<td>Easy</td>
</tr>
<tr>
<td>Website</td>
<td>Depends on cart</td>
<td>Intuit/Authorize.net</td>
<td>Webgility</td>
<td>Depends</td>
<td>Depends</td>
</tr>
</tbody>
</table>
Webgility
Multi-Channel connector

True Multi-channel functionality
• Some carts are better than others
• Orders pulled from various channels into Webgility and then into QBO
• Best suited for high volume multi-channel retailers
Best practices for Webgility

1. Pick a cart that is fully supported
2. Is the Point of Sale supported by Webgility?
3. Create a workflow for processing orders
4. Determine if you will allow back orders or not
Let’s have a little fun—Find the expert in the room?

#QBConnect  |  WiFi: QBConnect
Next steps

Attend the Power Panel on Choosing and Implementing E-Commerce Apps

Pick a tech stack and become a subject matter expert

Seek out those in this session who have expertise in products you are interested in

Visit the vendor displays to review what apps might be useful
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