



## Autolink Drives New Revenue with AdvanceWare and QuickBooks

*QuickBooks and AdvancePro give Autolink a handle on accounts without prohibitive costs or disruptive software changes.*

### AT A GLANCE:

**COMPANY:** Autolink International

**LOCATION:** Livonia, MI

**INDUSTRY:** Wholesale –  
Automobile Service

**BUSINESS CHALLENGE:**

To support a growing customer base, Autolink needed inventory and warehouse management software that would integrate with QuickBooks. The automobile service firm wanted to track its inventory and ensure that customers were billed accurately.

**SOLUTION:**

AdvanceWare AdvancePro Inventory & Order Management software and QuickBooks: Pro

**BUSINESS BENEFITS:**

- Together QuickBooks and AdvancePro allowed Autolink to:
- Eliminate entering the same data into two databases
  - Ensure that all orders are invoiced accurately
  - Improve response time to customer inquiries
  - Gain inventory software, logistics management, and reporting capabilities—integrated with accounting software—at a reasonable price

*“We were losing paperwork, and orders were falling through the cracks. Now that everything is in one database, nothing gets lost.”*

Larry Ross  
Vice President, Autolink



When Autolink International won a multimillion-dollar project with General Motors, the automobile service company realized it needed advanced inventory software to handle the avalanche of new orders.

Autolink supports automobile manufacturers during the painting process. The company delivers a paint kit—which includes sandpaper, wipes, and all the materials needed during the paint process—to manufacturers. The manufacturers return the kits after the painting is complete, and Autolink charges the manufacturers based on materials used.

**Business Challenge**

Autolink had been relying on EDI to process the kit orders and transfer the information to QuickBooks, but the process was proving expensive. “We are growing at a rate of 200 percent to 300 percent a year,” says Larry Ross, vice president at Autolink, “EDI was cumbersome, and it was difficult for us to track the inventory at the warehouse.”

Ross began searching for inventory software with logistics management and reporting capabilities that integrated with QuickBooks—and didn’t break the bank.

**Solution Overview**

AdvanceWare’s AdvancePro plus QuickBooks turned out to be the answer for Autolink. “In terms of value, we saw nothing that compared to AdvancePro,” says Ross. “We didn’t want to spend tens of thousands of dollars, and because we already had QuickBooks we didn’t want to reinvent the wheel.”

Autolink depends on AdvancePro and QuickBooks to share information about vendor bills, vendor data, customer invoices, customer data, and inventory. “Essentially, we no longer do double entry,” says Ross. “All the necessary data is transferred from QuickBooks to AdvancePro.”



**Business Benefits**

Customers have seen a real difference in response times now that Autolink has integrated AdvancePro and QuickBooks. Ross and his team answer inquiries promptly, and they can track the kits more effectively.

AdvanceWare and QuickBooks have also made the billing and inventory process more consistent. "We are confident that orders are processed and that the necessary steps are followed to invoice and bill all orders," says Ross. "We were losing paperwork, and orders were falling through the cracks. Now that everything is in one database, nothing gets lost."

Since initially deploying AdvancePro, the AdvanceWare team has worked closely with Autolink to refine the software for the company's unique needs. Autolink has added a website for reps to check inventories and orders, as well as manage downloads to a database on nightly basis.

AdvanceWare is also working with Autolink to add a UPS integration tool. "When a customer places an order it's synchronized with the UPS site to ship the kits out," explains Ross. An inventory tracking system that will streamline the process by tracking kits when they leave the door is also underway.

"The software just gets better and better as time goes on," says Ross.

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Vice President, Autolink

**FOR MORE INFORMATION VISIT:**

**AdvanceWare AdvancePro**  
[www.advanceware.com](http://www.advanceware.com)

**QuickBooks**  
[www.quickbooks.com](http://www.quickbooks.com)

**QuickBooks Solutions Marketplace**  
[www.marketplace.intuit.com](http://www.marketplace.intuit.com)

**Intuit Developer Network**  
[www.developer.intuit.com](http://www.developer.intuit.com)

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