

## nChannel Case Study

# Q-See

Q-See Becomes 10x More Productive and Increases Sales by 30% with nChannel

### Overview

#### Country or Region

USA

#### Industry

Q-See is part of the \$10B worldwide consumer DIY surveillance market that is set to grow by 20% CAGR every year until 2022.

#### Customer Profile

Q-See delivers easy-to-use smart surveillance solutions through online retailers, marketplaces, brick and mortar stores and their own business and consumer websites.

#### Business Situation

To keep up with their volumes, Q-see needed real-time data management between their eCommerce and ERP systems, as well as an upgrade to a new eCommerce provider.

#### Solution

After migrating Q-See to Shopify Plus, nChannel eliminated all manual order processing and inventory management tasks between Shopify Plus and Sage 100.

#### Benefits

- Eliminated all manual order processing and inventory management tasks
- Redirect two-thirds of staff from manual data entry to more meaningful areas
- 30% month-to-month increase in dollar value on consumer orders
- Integrated B2B website in just two weeks

### Overview

Q-See delivers easy-to-use smart surveillance solutions that incorporate cutting edge technology to empower users to take control over their security without interrupting their daily routine. In doing so, Q-See is set to capitalize on the DIY surveillance market that is set to grow by 20% CAGR every year until 2022. To take advantage of this market opportunity, Q-See will enhance their customer service model and grow their product line in their consumer and B2B channels. They recently launched a new WiFi category that leverages smart home solutions like Amazon, Alexa and Google Home, and expect this category to represent 15% of their total growth by the end of 2018.

### The Challenge

Q-See sells anywhere from 300-400 SKUs through multiple sales channels and ships up to 400,000 units per year. But when Q-See began having problems with their eCommerce provider, they decided to rethink their operations to see where they could gain more efficiency. To date, Q-See handled orders and inventory manually. To keep up with their volumes, three staff members were required to hand key and track data in their eCommerce and ERP tools, but even with employees who would often work overtime, they struggled with the level of real-time data management required to meet the demands of their business.

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*“When we decided to change ecommerce vendors, we realized that we also needed a provider that could automate order processing and inventory management between our new vendor and current ERP. Up until that point, we were performing all the functions manually. Not only was it time-consuming, but we were paying excessive overtime, and many critical business functions were getting pushed back. Our process was simply draining human resources and negatively affecting our progress.” - **Rishi Sharma, General Manager, Q-See***



Realizing that their current method lacked sustainability, Q-See searched for a better solution. They selected Shopify Plus as their ecommerce provider and looked for a way to connect Shopify Plus with their current ERP, Sage 100. Since Q-See sells their products through online retailers and marketplaces, brick

and mortar stores and their own business and consumer websites, they needed a multichannel tool that could do the following:

- Connect Shopify Plus and Sage 100 seamlessly and automatically
- Synchronize inventory and product information in real time across all of their sales channels
- Centralized order management including shipping and tracking.
- Enable easy optimization and management of all items in Sage 100
- Available at an affordable price point

## The Solution

After evaluating different solutions, Q-See discovered nChannel who specialized in the Shopify Plus - Sage 100 integration and could also help with the migration from their old provider.

*“There weren’t a lot of vendors in the marketplace that were capable or had the depth of expertise as nChannel with this type of integration. There were very responsive and professional when it came to our inquiries, and after evaluating their solution, we determined that the product, pricing and scope of work fit perfectly with our needs.” - Rishi Sharma, General Manager, Q-See*

Q-See engaged nChannel in June 2016 and organized an internal team that consisted of their General Manager, IT Administrator, Controller and ERP consultant to participate in the nChannel integration.

The implementation took place in two phases.

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- **Phase one** -- The first phase focused on the migration to Shopify Plus, order processing, and shipping management. With automated two-way sync between Shopify Plus and Sage 100, Q-See was able to import orders into the system, mark them as fulfilled, and deliver tracking information to the customer without human intervention.
- **Phase two** -- The second phase focused on inventory management, data normalization, and the synchronization of product listings across their various channels. This made it easier for Q-See to create richer customer experiences on their websites and other retail outlets by improving SEO and helping customers find what they want faster.

*"Not only was nChannel able to help us with our migration to Shopify Plus and the Sage 100 integration, but we were also able to do it iteratively, phase by phase so we could effectively pace and improve our processes as we go." - Rishi Sharma, General Manager, Q-See*

## The Results

Once the implementation was complete, Q-See was able to eliminate all manual order processing and inventory management tasks. In doing so, they were able to avoid overtime costs and redirect two-thirds of the staff that was focused on manual entry to more meaningful and productive areas of the business.

*"The nChannel integration has made our staff 10x more productive. Instead of dedicating three staffers to mundane tasks, we can now focus*

*their time and skills on getting more products sold and shipped." - Rishi Sharma, General Manager, Q-See*

In addition to helping Q-See save money and increasing staff productivity, Q-See has seen a 30% month-to-month increase in dollar value on consumer orders since nChannel's integration went live. With such positive results, Q-See was able to easily duplicate the integration on its B2B website in just two weeks, and just one month after implementation, Q-See is experiencing higher dollar value returns.

Today Q-See can concentrate their efforts on increasing conversions, expanding their product line, adding sales channels, and improving their customer service - areas that will help Q-See increase total revenue by 15% this year.

*"In 2014, consumer DIY surveillance went from \$1B in worldwide market cap to \$10B in 2018, and we are perfectly positioned to secure our share. We're in a high growth industry, so we rely on the right partners to support our growth. nChannel has saved us time and money and had a measurable impact on our bottom line. It's been a great partnership and one we will continue to value as we expand our business to meet demand and opportunity." - Rishi Sharma*