



## IPD Looks to InOrder to Help Manage \$800,000 Auto Parts Inventory.

Celebrating their 50<sup>th</sup> year of business, IPD has been selling Volvo parts, accessories, and performance products since 1963. With a parts inventory totaling over \$800,000, IPD ships from its Portland, Oregon warehouse to Volvo owners and enthusiasts the world over.

Until 2011, the company managed its extensive inventory using Sigma Controller) a DOS-like application purchased in 1999. “The application provided us with a stable robust environment,” says David Precechtel, COO. “But, it was well past its prime. We also needed integration with the Web; specifically, we needed the ability to process credit cards in real time.” IPD initially looked at one of the larger ERP companies, but that application was more geared toward manufacturing than online retailing. “We almost got married,” laughs David. “But fortunately, the relationship fell apart.” David and his team then turned to F. Curtis Barry and Company, software consultants, who presented them with a short list of ERP software vendors. One of those vendors was Morse Data.

According to David, IPD’s business is pretty straight-forward, but auto parts come with unique features that can make choosing the right software challenging. The company also needed any new software it purchased to integrate seamlessly with how it conducts business. While the company sells its parts online, agents also spend a lot of time on the phone talking to customers and answering questions.

One concern the IPD team had was whether all data would migrate during implementation. IPD had years of customer data, including payment history, orders, etc. Implementation went very smoothly—with all customer data available to agents at Go Live. “InOrder handled everything really well,” says David. “We pride ourselves on being the Nordstrom of the auto industry. InOrder’s CRM allows our agents to service our customers quickly—all customer information is right there on the screen.”

In addition, InOrder provided APIs that work between IPD’s website / Web cart and the InOrder database. “The Web integration has been key,” reports David, “as it has allowed us to grow that part of our business.” Customers can sign in to their accounts from the website and look at past and existing orders. Any new accounts created by customers are passed directly to InOrder.

“Morse Data treated us very well,” says David. “With the larger ERP company, we were just a small fish to them. Tony Marchese is a wizard with computer programming and did a great job interfacing with us. Steph is our go-to person and is a delight to work with. It’s these ‘little’ things that make or break a relationship. In fact, we heard that Tony enjoyed working with us so much, he went out and bought a Volvo. Now that’s a true marriage!”

InOrder’s complete end-to-end solution has a wealth of options that support continued growth.

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