



Case Study: *Pie O' My*

From Pie O' My's overwhelming beginning to syncing thousands of orders without blinking an eye, Connex has been growing with them from the start.



The Customer

Named after Tony Soprano's horse, Pie O My means business!

Pie O My began by selling refurbished electronics in 2015 and has, "Established strong relationships that have allowed us to venture into multiple product categories, and sell our product on all of the biggest marketplaces." As Lee Lacocca would say, "Business, after all, is nothing more than a bunch of human relationships". Pie O My is now working in many diverse markets, from their start up of refurbished electronics; to the other end of the retail spectrum selling beauty products.

"The tech side of the business has become just as important as the inventory..."

As Pie O My grew they learned a lot about balance and what is important: "Buying and selling is what brings in the money, but the tech side of the business has become just as important as the inventory we buy."

The Challenge

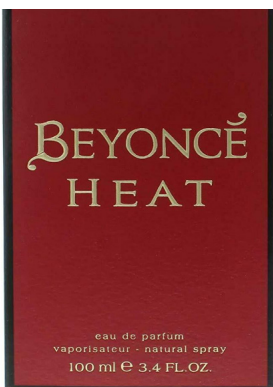
Order inventory was a daunting and quite frankly, confusing task for owner Raphael Bildirici. As the business grew Raphael needed to find a way to manage ever increasing order volume. In addition, as Raphael searched for a way to scale he discovered other pain points: "Syncing orders into quickbooks, setting up customers the right way, creating custom rules for transactions that needed a little more attention."

We have all been there; every new business has a learning curve to master. For Pie O My, that curve was order management... But how did he fix it?

Fast Facts:

- Company Name: Pie O My
- Products: A little bit of everything from electronics to beauty products.
- Time With Connex: Four Years
- Website: ebay.com/str/thecloseoutgirls

"When I first started my business. I was all over the place, and had very little idea about anything I was talking about when it came to what I needed."



The Solution

"I will never forget the first call I made to Joe [CEO of Connex] when I first started my business. I was all over the place, and had very little idea about anything I was talking about when it came to what I needed." Connex for QuickBooks Desktop specializes in order management. It was a match made in cyber heaven!



"[Connex] allows us to not have to worry as much about the thousand and thousands of transactions and moving parts that are happening 24/7."

"Why? Because I would be 100% lost without it."

The Results

Four years later, Raphael has worked with Connex long enough to know all of the benefits Connex has to offer. Specifically, "[Connex]... allows us to not have to worry as much about the thousand and thousands of transactions and moving parts that are happening 24/7. Being able to set up rules specific to our needs and being confident they work properly allows us to focus on bigger picture projects." Bada Boom!

Remember Lee? Business is all about human relationships: "[Connex] was there with me to implement all the connections I needed that were unique to my company. Even now, when I see something that looks to be an error, or need a new rule created, there is always someone to resolve the issue in a fast and professional way. I will never forget how big of a help everyone was when I first got started. Having the insight that Connex provides really allows me to focus on what is important."

Working in such diverse market places, Pie O' My understands the importance of time management. "Being an e-commerce company, it would be impossible for us to check every transaction to make sure it was imported properly. Having that peace of mind gives us the ability to open up our play book and dive into new things." Therefore, Connex delivers the peace of mind that Raphael's orders will sync correctly. Ultimately, Raphael's favorite part of Connex is, "Seamlessly syncing orders from shipstation to quickbooks. Why? because I would be 100% lost without it."



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