

**COMPANY**

PupJoy
Chicago, IL
pupjoy.com

**ESTABLISHED**

2014

**MARKET SEGMENT**

Ecommerce

**ONLINE STOREFRONT**

Stripe

**ACCOUNTING SOFTWARE**

QuickBooks Online

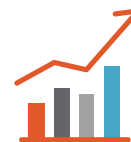
"Commerce Sync is a valuable tool that helps us optimize and streamline our business processes."

PupJoy, a Chicago-based online specialty store for dog lovers, unboxed joy when they found Commerce Sync.

PupJoy's modern concierge model combines the best of convenience, control and value—giving dog lovers a better way to treat their pets. They provide customized ordering and "to-your-door" delivery of healthy dog treats, well-crafted toys and artisan accessories sourced from small suppliers who are passionate about creating quality, responsible products.



Commerce Sync's easy installation allows PupJoy to respond immediately to increased demand.



Commerce Sync frees PupJoy from tedious accounting tasks so the focus can be on strategically growing the business.

BACKGROUND

Dustin McAdams and Bill Wilkins are passionate about dogs and it shows. The two friends from Chicago often spoke of their shared love of dogs and a desire to be part of something that allowed them to make a difference. In December 2014, Dustin and Bill decided to follow their passion and created a Kickstarter campaign to raise money for PupJoy, a new online destination for dog lovers to treat, and be treated, better. They quickly reached their goal and have been building their business ever since by providing dog parents a better way to pamper their dog while building a powerful community. They hope that their “Treat Better” principle will provide them with the power to do some good, from shaping industry standards and supporting artisan manufacturers to helping make an impact on important causes.

CHALLENGE

With backgrounds in corporate America, both Dustin and Bill know that PupJoy’s success hinges on their ability to quickly scale operations while having the optimal processes in place to handle an influx of customers. Ultimately they had a list of priorities that included, keeping customers happy and engaged; creating joy through convenience and care; and delivering a higher standard and quality. Dustin and Bill wanted to find a payment processing solution and accounting software that could be easily integrated and automated—helping them gain efficiencies and accelerate growth through strategic partnerships.

SOLUTION

Since process optimization is a big part of PupJoy’s strategic plan, Bill knew that implementing a solution that could automate the transfer of sales information from their Stripe account to their QuickBooks Online software would make his job much easier. Bill found the Commerce Sync solution on Intuit’s apps.com and wanted to investigate further. He visited the Commerce Sync site and searched online for reviews. Bill was impressed by the positive customer reviews that mentioned the ease of implementation and integration and decided to activate. To his delight, the activation was quick and easy and PupJoy was up and running in no time.

RESULTS

For now, PupJoy is saving a few hours a week, but they fully expect that number to increase to ten or more hours a week as they increase their customer base and drive volume and transactions to their website. With the time saved, Bill is able to focus on the strategic direction of PupJoy and further optimizing central processes crucial to success. “As a start-up, it’s important to make sure everything is in place as we grow. I’m happy that there is a solution like Commerce Sync that can save us time and money.”



ADVICE ON STARTING YOUR OWN BUSINESS

Do something you are passionate about and don’t be afraid to work hard to achieve your goals. Time is valuable, so prioritize your activities. Foster your contacts – you never know who will turn out to be a great partner!

ABOUT COMMERCE SYNC

Commerce Sync automatically transfers sales information to QuickBooks or Xero every day.

Learn more at
commercesync.com

