



## Superior Tattoo Equipment Case Study

### Superior Tattoo Meets Just-In-Time Needs Using Nodus' Multi-Channel Retail Solution

#### Solution Overview

##### Industry

Tattoo Equipment Supplier

##### Benefits

With the Multi-Channel Retail Solution from Nodus, Superior Tattoo has experienced an increase in sales and efficiency yielding significant returns to the bottom line and saves about one week per month on data entry and information management.

##### Software Used

Retail Advantage  
eStore Solution Stack  
Credit Card Advantage

##### About Superior Tattoo

Deemed "America's #1 supplier of quality tattoo equipment" by International Tattoo Art magazine, Superior Tattoo Equipment Company provides a wide array of tattoo equipment, permanent cosmetic, and piercing supplies. A recipient of the BBB Online Reliability Seal, Superior Tattoo serves a global market. Offering the most comprehensive product line in the industry, Superior Tattoo offers high-performance, value-priced products at affordable prices.

For more info visit: [www.superiortattoo.com](http://www.superiortattoo.com)

## TECTURA<sup>®</sup>

##### About Tectura

Tectura is a leading Microsoft Dynamics partner and provider of Microsoft-based ERP, CRM, and technology solutions to mid-market companies, larger enterprises and their divisions. Tectura provides software, consulting, and IT implementation services to more than 5,000 clients in the distribution, manufacturing, healthcare, and service-based industries. Through these services, Tectura delivers business process improvements, greater efficiency, and a clear competitive edge to clients in over 60 countries. Customers benefit from unmatched experience and a solid commitment from more than 1,750 dedicated Tectura employees with 70+ offices throughout 21 countries across the Americas, Europe, the Middle East, and Asia Pacific.

A Microsoft Gold Certified Partner, Tectura has been recognized by Microsoft for its outstanding customer service with such awards as Microsoft Business Solutions Inner Circle Partner, Pioneer of the Year, Partner of the Year (multiple regions), Global Partner of the Year, Fastest Growing Partner of the Year, Excellence in Customer Care, and the Customer Loyalty Award. Learn more at: [www.tectura.com](http://www.tectura.com)

"Nodus eStore Solution Stack and Retail Advantage empower retailers, like Superior Tattoo, to efficiently serve their customers and effectively manage inventory and sales from e-commerce and physical storefronts with their Microsoft Dynamics™ GP. This gives multi-channel retailers a competitive advantage across every sales channel."

- Mink LeVoy, Microsoft Dynamics™ GP West Region Director of Professional Services, Tectura

#### Summary

Like many multi-channel retailers, Superior Tattoo needed a system that would enable them to manage their e-commerce, catalog, and retail storefront inventory and accounting functions with one seamlessly integrated solution. Seeking a cost effective system that offered advanced features and true scalability, the company selected eStore Solution Stack and Retail Advantage from Nodus Technologies to integrate with their Microsoft Dynamics™ GP (back office) and Microsoft Retail Management System (RMS) ERP products.

Using this system the company is positioned to manage the rapid growth of its physical storefront, catalog and online sales. The results include:

- A dramatic reduction in time spent managing back end functions
- The virtual elimination of fraudulent charge issues
- Increase in efficiency that enabled the company to shorten its order turnaround
- Improved customer satisfaction levels.

"It was essential from the onset of the project that we assemble a solution that could meet our needs today and scale to accommodate future needs," said Martin Grimm, CEO, Superior Tattoo. "We wanted the back office to function seamlessly so we could concentrate on finding and delivering the best products the industry has to offer."

#### The Challenge

Having established the goal of transforming Superior Tattoo into the de-facto supplier of tattoo equipment and supplies on a global level, the company needed to implement the technology to help them get there. After selecting Microsoft Dynamics™ GP and RMS for their back office and point-of-sale solutions, they turned to their reseller, Tectura, to provide an add-on solution that would enable them to manage sales orders and inventory information from their online catalog, warehouse and within their retail stores.

## Multi-Channel Retailing - An Integrated Approach to Commerce

"It's not about being a great Web retailer and trying to focus on the Internet. It's about being a multi-channel retailer and asking how you can use your Website to have a better relationship with your customers."

- Jamie Nordstrom, president of Nordstrom Direct,  
in an interview with the Seattle Post-Intelligencer, 9/15/06

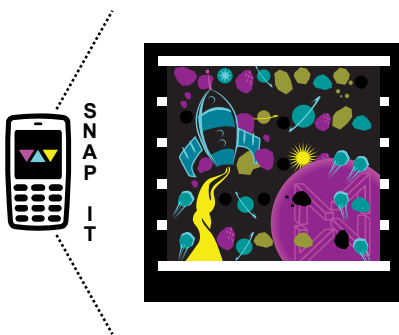
In a consumer survey commissioned by Deloitte & Touche USA LLP during the 2006 year-end holiday season, an unprecedented 63% of shoppers said they went to the retailer's Website searching for product or store information before shopping at the store. This indicates a major shift in the manner in which consumers shopping habits.



### About Nodus Technologies, Inc.

Nodus Technologies, Inc. is a leading provider of electronic payment automation software for small and mid-size companies. Nodus leverages Service Oriented Architecture and web services technologies to provide cost effective, comprehensive: e-commerce, electronic payments and retail management solutions for Microsoft Dynamics ERP. Nodus' business solutions include eStore Solution Stack, Retail Advantage, ePay Advantage, Credit Card Advantage and other products and services.

For more information please visit:  
[www.nodus.com](http://www.nodus.com) or call: (909) 482-4701.



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## The Solution

Superior Tattoo worked with Tectura to find a solution that met their business process needs. Presented with the task of finding a simple, scalable, integrated solution that would seamlessly communicate with the accounting solution and provide enhanced functionality and business management capabilities, Tectura turned to Nodus.

"Upon evaluating the options available, it was evident that Nodus was the missing piece of the puzzle needed to deliver the integrated functionality to achieve Superior Tattoo's objectives," said Mink LeVoy, Tectura. "We've successfully partnered with Nodus for many years to deploy electronic payment and eCommerce solutions for multiple clients. Past experiences coupled with Nodus' expertise in the multi-channel retailing and integration with Microsoft Dynamics™ GP and RMS made them the obvious choice."

Over the course of several months, Superior Tattoo implemented a multi-layered solution that changed the way they do business. Having previously managed orders with a DOS-based system, processing in a batch mode limiting the order and delivery process, the company realized the value of Nodus' solutions immediately upon implementation.

"It was evident from the first transaction that Nodus' solutions would improve our back-end operations," said Grimm. "Retail Advantage, eStore Solution Stack and Credit Card Advantage work together to push the data to our ERP. This allows us to turn orders around in a matter of minutes, a serious advantage in our industry. It also makes end of the month processes a breeze."

## Implementation Results

Superior Tattoo saw rapid growth when the company publicly committed to ship orders placed by 1:00 PM PST the same day. Serving businesses that often order at the last minute to save their inventory costs, Superior Tattoo fills a vital need by delivering orders placed online, by catalog or phone, and at their retail store.

"Managing the inventory and accounting information for all of these channels was a cumbersome, time-consuming event," said Grimm. "With Nodus and Microsoft Dynamics™ GP, we have real time sales and inventory information and can simply reconcile bank statements to our accounting system and close the books. It's that easy."

With the Multi-Channel Retail Solution from Nodus, Superior Tattoo saves about one week per month on data entry and information management. Additionally, the company is now able to provide same-day shipping for orders placed by 4:00 PM PST, a significant advantage in their market. The result: an increase in sales and efficiency yielding significant returns to the bottom line.

"Nodus' unique solutions provide the tools we need to satisfy our customers across multiple sales channels. In an industry dominated by just-in-time inventory re-stocking, this gives us a distinct advantage and keeps our customers coming back."

- Martin Grimm, CEO, Superior Tattoo