

## 3balls.com

**Company:**

One of the nation's largest online retailers of used and like-new golf equipment, selling to more than 100,000 customers via the 3balls.com site as well as via eBay and Amazon.com

**Location:**

Raynham, Massachusetts

**Industry:**

Retail

**Problem:**

With an expected increase of some 3,000 new channel partners in the year ahead, 3balls.com needed to upgrade its financial system to a mid-market ERP suite, increase staff productivity, and gain better insight into costs and revenues.

**Solution:**

Rather than paying \$150,000 a year for a client-server system, 3balls.com selected Intacct's on-demand financial management solution for its key capabilities:

- Full suite of financial applications
- Web-based solution for anywhere, anytime access
- Real-time business intelligence for better decision making
- Open source integration platform to fuse front and back end

**Result:**

Intacct helped 3balls.com increase productivity by 25%. Processing 200–400 customer orders a day, 3balls.com trimmed time spent on financial tasks from 12 hours per week to 4 hours per month. And managers now see up-to-the-second financial data on products, customers and internal activities.

*“As one of eBay’s largest and most established golf sellers, with statistically 100% customer satisfaction, our business reputation was at stake when our sales volumes exploded. Thankfully, Intacct gave us a financial back-office system that could scale and adapt to our ever-changing businesses needs.”*

**Steve Scianna, Director of Operations, 3balls.com**

**Problem**

One of the nation's largest retailers of used and like-new golf equipment, 3balls.com had a tough time managing the financial aspects of the company's rapid growth. Sales were increasing, but so were costs and overheads. 3balls.com needed a mid-market ERP solution to precisely gauge its finances and boost productivity.

3balls.com sells used and almost-new clubs, balls and other golf merchandise on its Web site 3balls.com, eBay and Amazon.com. Through a recent agreement with PGA of America, 3balls.com procures used sports merchandise from 3,000 pro shops and other sporting goods retailers.

With limited staff, dispersed across the country, the company needed a Web-based financial management solution that provided remote access.

**Solution**

3balls.com chose Intacct's suite of financial, supply chain, professional services automation, and business analytics software, delivered over the Internet as a service. Instead of buying and supporting an internal IT infrastructure, 3balls.com pays a low, monthly subscription fee for employees to access Intacct's financial applications anywhere, anytime.

When 3balls.com feeds daily sales figures from its three sales channels into the Intacct system, the data is immediately available for executives to review.

3balls.com used Intacct's integration service to easily fuse financial back-end applications with its existing e-commerce, order lifecycle management, and inventory management system from CORESense, a provider of on-demand retail management software for companies with multi-channel sales strategies.

**Result**

Today, sales data from 3,000 channel partners and 100,000 customers placing up to 400 orders a day on 3balls.com, eBay and Amazon.com flows directly into the Intacct system.

Because all financial transactions are available in real time, managers can run channel-by-channel revenue comparisons and control the latest orders, inventory levels, shipping schedules, and financial transactions without wasting significant time and effort on manual processes or report customization.

Meanwhile, back-office productivity is up 25%. Time spent reconciling accounts and running financial reports, for example, has dropped from 12 hours per week to just four hours per month.

