



Terrybear Transitions from Manual Ordering Process to eCommerce

About Terrybear

St. Paul, MN-based Terrybear, the leader in handcrafted, customizable cremation urns and keepsakes for people and pets, has been in business for 31 years. They sell to funeral supply distributors who resell the products to funeral homes, pet crematories, and veterinary clinics.

Terrybear[®]
Pet Urns & Memorials

Stuck with an Outmoded Website

For the past five years, Microsoft Dynamics NAV ERP successfully managed Terrybear's finances, sales, services, and operations, but left a hole in the sales pipeline: an eCommerce solution. Their website was little more than a fancy brochure that required every sale to be entered by hand, which was extremely time consuming and resulted in costly data entry errors.

"Nothing was integrated, nothing was synced, and our ordering process had to be done manually," Tony Nguyen, operations and IT manager for Terrybear, said. "We finally decided there was no ROI to doing everything manually. All our website did was give our distributors the opportunity to log in and download our marketing content – there was no way to place an order."

Leaping into a 21st Century Sales Process

Tony also works with Terrybear's sister company, River of Goods, which sells retail décor merchandise. In 2014, River of Goods successfully integrated their ERP with Sniperdyne's Nomad erpCommerce, so the decision to put Terrybear on the same eCommerce track was an easy one.

The Nomad system allowed Terrybear to set up ordering sites for their distributors to sell to the funeral homes and veterinary practices they service, eliminating manual ordering and data entry. Nomad fully integrates and synchronizes eCommerce data with their Microsoft Dynamics NAV ERP, enabling three categories of data flow between Microsoft Dynamics NAV and Nomad: customer data, order data, and item data. The data includes pricing, discount information, product descriptions, item availability, and more – all the information required for Terrybear's customers to successfully place an order without the aid of a salesperson.

Another plus: changes or updates made to their ERP processes are immediately detected and reflected on the eCommerce site, without the need for human intervention.

Meeting Objectives

Before making a change this big, Terrybear had to have their processes streamlined across the board. Each internal team had a responsibility when making the transition. “These are huge projects that require big numbers and require a bigger team; it’s not just IT. You need your operations person on board, your sales team on board, your marketing people on board,” Tony said.

The Nomad solution helped Terrybear eliminate three cumbersome processes, the primary being manual order entry. The new system also offers a more autonomous experience for customers – they can find tracking numbers or invoices online without having to call Terrybear – and ease of product customizations, which no longer have to be done manually and are stored in the system.

The company is in the final testing stages with several of their largest clients, and they’re hailing the system a resounding success for both distributors and Terrybear. Distributors can order what they need online, cutting out the middleman, and business will soon be booming for Terrybear.

“Based on what we’ve seen so far, I would confidently say this new system will at least double our capacity and productivity, if not triple, as we fine tune and tweak everything,” Tony said.

Terrybear’s Future with Sniperdyne

“A lot of times with software sales, the customer purchases something from the vendor and never hears from them again,” Tony said. “Sniperdyne collaborated with us on the best solution for us, not necessarily for them. They put us first and delivered a superb solution, so I’m pleased about that. Sniperdyne has been a great partner.”



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