



ANNA  
*new york*  
BY  
RABLABS

CASE STUDY

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# Handshake Makes QuickBooks Integrations Easy

After a long search, luxury brand RabLabs finally found a sales order management solution that would integrate smoothly with their QuickBooks system.

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# A growing company looking to eliminate manual paper processes and shipping delays.

## A Company On the Rise

Since its launch in 2002 by designer Anna Rabinowicz, luxury tabletop accessories brand ANNA new york by RabLabs has been introducing their hand-crafted products into homes across the country and around the world.

By creating unique pieces from natural materials like semiprecious stones, silver, and gold, RabLabs has built a business that now works with retailers like Bergdorf Goodman, Saks Fifth Avenue, Bloomingdale's and Neiman Marcus, and they're expanding overseas, having just shown at MAISON & OBJET in Paris with great success.

## A Sales Order Management Solution

Like many companies selling in the wholesale environment, RabLabs was writing orders on paper for years. As their brand and popularity grew, however, their traffic at trade shows exploded, and they had piles of paperwork to enter into their QuickBooks system.

That order entry process could take up to a month to complete, as their team found themselves also juggling the responsibilities of a growing brand. Clients would call in looking for copies of their orders, and the company was forced to deal with order processing lags and shipping delays, especially around the hectic holiday season. RabLabs knew it was time for a change, but they needed to find a solution that would work with QuickBooks.

## Searching for a QuickBooks Integration

RabLabs began by trying to run QuickBooks online on their mobile devices, hitting a roadblock when they realized that it required Internet access. The team knew that wifi would never be something they could count on in unpredictable selling environments.

They then looked into another third party application. They were far along in the process when at the 11th hour, it became apparent that because their QuickBooks system runs on a remote server, the data integration would not be possible.



**Janelle Shufelt**

Client Relations Manager, RabLabs

“We printed out copies of our price list and checked off what each buyer wanted. After the show, I would carry those orders onto the plane. We were terrified that if my luggage got lost, all our orders would be gone.”

“Offline access was extremely important to us. We needed to feel confident that we could take orders even if we couldn't get connected to the internet, because in the field at trade shows, it's often spotty or unavailable.”

# Finally, a sales order management solution that integrates seamlessly with QuickBooks.

Exasperated, RabLabs turned to QuickBooks for an answer, and they recommended Handshake. With a trade show coming up in just a few short weeks, RabLabs wasted no time getting started.

Luckily, Handshake's Customer Success team was there to walk them through the process, and they were able to hit the trade show floor just a few weeks later with a completed Quickbooks integration and Handshake on their iPads.

Reflecting on the experience, Shufelt expresses surprise. At Handshake's comparatively affordable price point, she didn't expect the process to be so simple. "Everything just worked," she says. "Compared with the other vendor we were going to work with, it was so much easier."

## Handshake's Impact

Since then, RabLabs has seen huge improvements in efficiency, productivity, and customer experience. The QuickBooks integration meant no more manual data entry, of course, but there have been other enormous benefits to their business as well.

### 1. Working faster to see more customers:

During hours of heavy traffic at trade shows, the RabLabs team no longer has to scramble to meet with every customer. They work faster with Handshake, freeing up time to have more conversations and to make more sales.

### 2. Making catalog changes and additions:

For RabLabs, working with natural, precious materials can be a challenge when it comes to receiving product samples on time. If manufacturers are late with samples these days, however, the team can still make on-the-fly changes to add products and information to their catalog in time for a trade show.



**Janelle Shufelt**

Client Relations Manager, RabLabs

"I told Handshake that I needed to be all set up for a trade show in a few weeks, and they were all over it. They told us exactly what information I needed to gather, and walked us through the integration with QuickBooks. It was truly a seamless process."

## Top 5 Reasons RabLabs Loves Handshake

1. A painless QuickBooks integration
2. Instant order sync
3. Offline access
4. Quick and easy catalog changes
5. Key product insights from sales reports

# Using Handshake to drive future business.

## 3. Creating sales proposals for future orders:

With larger retailers who primarily attend trade shows to preview new collections rather than place actual orders, RabLabs uses Handshake to quickly swipe through their digital catalog and showcase new products. They can then craft sales proposals that include the products retailers are interested in for upcoming seasons, add notes about exclusive offers, and immediately send them out. “We use Handshake as a tool to better facilitate meetings with larger clients. Those proposals can turn into very large orders,” says Shufelt.

## 4. Reporting

RabLabs now uses Handshake’s reporting features to gather data on total sales and top selling items. At trade shows, they run reports to see which products are selling well in real time, which is especially helpful when it comes to inventory planning.

While RabLabs was originally looking to relieve the pain points they were experiencing in their back office, they’ve also been able to transform their customer-facing strategy with Handshake.

“As we leave the show, we’re already having a dialogue with customers about shipping their orders. That’s revolutionary for us,” Shufelt explains.

Want to know more about how Handshake can integrate with your QuickBooks system and revolutionize your business? Contact us today.

Email: [info@handshake.com](mailto:info@handshake.com)  
US Toll Free: +1 (855) 532-9044  
International: +1 (646) 434-2553



**Janelle Shufelt**

Client Relations Manager, RabLabs

“Having that real time information was huge. Handshake’s become an integral part in how we order from our manufacturers. It’s all based on what our clients are ordering.”