



# Car Remote Manufacturer Finds Key to Success with QuickBooks® Enterprise Solutions

## BUSINESS CHALLENGE

Remotes Unlimited has seen its car remote replacement business grow by leaps and bounds - especially after connecting with the world's largest seller of auto parts. To keep up with serious growth, the owner knew he needed serious help managing his inventory and costs.

## SOLUTION

QuickBooks Enterprise Solutions offers Remotes Unlimited:

- Low licensing costs and quick installation
- A system that is easy to use, and high performance for multiple users
- Rigid control over a large number of inventory and assembly component items and the ability to re-order at critical points
- The ability to track customer issues right on their original invoices and document the steps taken to achieve customer satisfaction while protecting against loss.

## BENEFITS

- Functionality of other solutions without the complexity — or the high cost
- Ability to determine company profitability on large customers at a glance
- Better productivity enables staff reductions — saving \$100,000 annually.

## CUSTOMER PROFILE

- Remote control distributor/manufacturer
- Largest source of replacement auto remotes in North America
- In business since 1995
- Located in Stafford, Texas
- 12 employees
- Using QuickBooks Enterprise Solutions since 2004; upgraded from QuickBooks: Premier Edition



*"Our inventory is very, very complicated, with over a thousand different models. QuickBooks Enterprise Solutions does a great job helping us keep everything about our 200,000 item inventory straight and accounted for—so we never run short or have too much stock on hand."*

**Jeff Cooper**  
President/Chief Executive Officer  
Remotes Unlimited

Keyless entry systems, commonly known as "remotes," are a popular mainstay in the auto industry. Trouble is, they just aren't durable. They get dropped, lost, stepped on; the buttons wear out. Or, they get wet, as was the case when Jeff Cooper decided to go swimming one hot Texas summer day back in 1992—with all his clothes on.

The moment Jeff came up for air he realized he had a problem. His car remote no longer worked, and he soon discovered that even with his connections working for a Toyota distributor, he couldn't find the part he needed. What he did find, however, was an unserved market and an opportunity to start his own company — Remotes Unlimited. And QuickBooks software has been riding shotgun with Jeff from the very beginning, helping steer his business to success.

### When Opportunity Splashes

After Jeff learned what types of remotes people were looking for, he tracked down remote control private labelers and began filling the steadily increasing orders. Confident that his concept was solid, Jeff visited local car dealers and told them about his replacement remotes. His industry connections then got him in with Carmax and AutoNation, two large independent auto dealer chains. By 2000, Jeff was open for business 24/7 on the Internet.

An online shopping site jump-started Remotes Unlimited's business. Orders began coming in from car owners, audio and body shops, dealerships,

used car lots, and valet companies. Things were looking good and about to get even better...

### Into the Winner's Circle

"In 2002, I got a phone call from AutoZone, the world's largest retailer of auto parts," recalls Jeff. "After breaking the ice, we worked out a deal, and soon we're the exclusive supplier of remotes to a \$7 billion-a-year auto parts company. Then, a little company called Hertz Rental Car came onboard; we provide them with all the remotes for their fleet of 330,000 cars. Now, I'm negotiating with Checker Auto to supply them as well."

With all this growth, Jeff realized he needed serious help to track his expanding inventory. He also wanted to allow several members on his growing staff to use the system simultaneously. While his version of QuickBooks worked with invoicing, accounts payable, accounts receivable, budgets and reporting, it was time for an upgrade to QuickBooks Enterprise Solutions.

### Better Inventory Control, Better Business Insights

To handle a steadily increasing business due to so many brands of auto remotes, Remotes Unlimited continues to grow its inventory size and complexity. In addition to importing \$330,000 in finished goods from overseas each year, Jeff also has a 2,000-square-foot shop where his workers manufacture 8,000 to 10,000 remotes annually. Enterprise Solutions provides Jeff with all the horsepower he needs to keep his extensive inventory of finished goods and assembly

components under control while making sure he doesn't run short on stock. In fact, after taking a complete inventory recently Jeff says his warehouse was off by only \$135 — the equivalent of three remotes at retail — out of over 200,000 parts.

"Enterprise Solutions does some other mighty helpful things for us as well," he adds. "It makes it simple for us to generate a sales order, which can be turned into a pick list. Then, the sales order can be turned into an invoice just by clicking a button. And because some of my customers use different part numbers, I really like that I can easily create specialized invoices and packing slips for each of them."

Jeff also appreciates the quick, accurate insight into profitability that Enterprise Solutions offers. "We have five classes of unique business, and every sale that we make falls into those five classes," Jeff explains. "Those five classes have different profit margins, because those customers receive different discounts. With Enterprise Solutions, I have the ability to track things like that. I can take our expenses and allocate them to those classes, based on the percentage that we feel that each customer uses. It makes it incredibly easy for me to determine whether AutoZone making us money. Is Hertz making us money? How much are they making? That's a real good management tool."

#### **Improved Service to His Customers**

A great customer experience is a primary goal for Jeff, and he says Enterprise Solutions helps him get there. "Anytime a customer calls us with a problem, we're able to pull up that actual sales receipt in an instant," he says. "It tells us what the customer needed and what we shipped. Once we verify that those two things were correct we can work through the issue from there. And, we can note right in the file what steps were taken by both the customer and us. It saves us so much time, because everything is documented. We can be more efficient in working to make the customer happy. It also helps protect us against losses from fraudulent returns."

Jeff likes the way he's been able to stay with QuickBooks through his company's growth, now serving over 2,200 repeat customers and 5,000 AutoZone stores. By redoing his parts system and using the database search capabilities in Enterprise Solutions, he streamlined his operations and eliminated three positions, reducing overhead by \$100,000 - savings that go straight to the bottom line.

#### **Full Service Plan Keeps the Wheels Turning**

There have been a few occasions where he needed expert help. For that, he relies on the Enterprise Solutions Full Service Plan. This plan, among a number of things, offers

unlimited product support, a dedicated support engineer, and automatic product upgrades. "Worth every penny," he says. "At first I thought it was expensive, and then I grew up. I found out what it really costs to do business in a big boy's game. Now it's a bargain. You can sit all day and try to figure something out on your own, or you can call somebody who knows the product inside out and they can tell you how to fix your problem in about six seconds. The Full Service Plan saves me a lot of time, gets me back to work faster, plus I receive the latest and greatest upgrades."

#### **Helping Build Your Business**

For more than 10 years, QuickBooks has worked with small businesses to develop tools that will help them succeed. Today QuickBooks is doing the same for larger, growing businesses with products like QuickBooks Enterprise Solutions — the most powerful QuickBooks product ever. Given the "Best in Class – Business Productivity Tool" award by CRN Magazine (December 2004), QuickBooks Enterprise Solutions has the capability and flexibility to meet the unique needs of growing businesses, potentially helping them save thousands in up-front and ongoing costs.

#### **QuickBooks Enterprise Solutions enables Remotes Unlimited to:**

- Gauge profitability of major accounts more accurately
- Track inventory with exceptional detail
- Streamline the preparation of sales orders, invoices and shipping labels
- Reduce staff by working more efficiently

*"A car remote lasts about as long as a good set of tires. We sell every day to people driving vehicles that are 10 years old, and that number is only going to go up. That's why I'm really glad Enterprise Solutions came along; it's got the capacity to take us a long way down the road."*

**Jeff Cooper**  
 President/Chief Executive Officer  
 Remotes Unlimited

#### **FOR MORE INFORMATION**

For more information about QuickBooks Enterprise Solutions, visit our Web site at [www.quickbooksenterprise.com](http://www.quickbooksenterprise.com). For other QuickBooks products and services, visit [www.quickbooks.com](http://www.quickbooks.com), or call QuickBooks sales at 866-272-8735 ext. 2006. For more information about Remotes Unlimited, visit [www.remotesunlimited.com](http://www.remotesunlimited.com).

#### **Free Demo**

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