

# assist

## Hobby House Press Expands With Assist

Assist Order Management and Fulfillment Solution Helps Hobby House Grow New Business

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case study

Started in 1942 Hobby House Press, Inc. pioneered providing books on antiques via mail order. Thousands of customers were able to obtain hard-to-find research information on furniture, dolls, silver, glass and a myriad of other antiques. As they became the definitive source for collectors, Hobby House Press continued to expand their core business, and *The ABCs of Collecting Online* was the first book published on using the Internet to buy or sell antiques.

In the 1990's Hobby House added a business services division, offering a full service fulfillment facility to service the needs of manufacturers. By using Hobby House services, manufacturers would have the ability to focus their efforts on sales and building their brands. Hobby House had big plans for the new services division to grow rapidly.

### **Required: A reliable and proven platform.**

In order to prepare for growth in their business, Hobby House Press knew they needed to replace the legacy system they had used for years.

They required a reliable and proven hardware and software platform that would cause minimal impact to existing business operations while providing the assurance of managing future growth, including the integration of third party applications. For example, Hobby House required a reliable credit card processing application to be integrated to the shipping application.

### **Introducing Assist**

Hobby House looked to Assist because of the stability of their software platform, the integration of a highly reliable hardware platform, and interfaces to various application partners. Assist had built a

reputation of implementing proven solutions, providing strong professional services and delivering superior ongoing support services. While growth was a key consideration, Assist's fulfillment and distribution experience and their strong financial application suite made them an even better fit for Hobby House. Assist partnered with Varsity Logistics and VisaNet Card Processing to deliver a totally integrated solution to meet the needs of Hobby House

### **The Assist Product Suite**

Assist offered Hobby House a complete, integrated set of product features and functionality needed to manage their operations. The modules selected by Hobby House included: Accounts Receivable; Accounts Payable; General Ledger; Order Entry; Direct Marketing; Inventory; Sales Analysis; and Customer Management

### **The Outcome:**

The business services division has grown tremendously since its inception. In addition to providing fulfillment center capabilities for their own products, Hobby House fulfills order shipment for over 15 other companies and tracks all their receivables as well.

The Assist platform has not only allowed Hobby House to grow and expand their business operations but the solution has had the flexibility and expandability to also grow with them.