

Thalerus www.thalerus.com

With a growing dealership in Phoenix, Arizona and Houston, Texas, IQ Total Source is on track for continued growth. In business for 8-1/2 years the company has grown to \$10 million in sales and credits Thalerus with being the technology partner that helped achieve that success.

When it came to selecting a technology company, Thalerus seemed the obvious choice explains Ryan Puccinelli, owner and partner at IQ.

"Out of all the programs we investigated, the ability to customize and allocate cost in creative ways from an invoicing standpoint definitely separated them from the competition," he says.

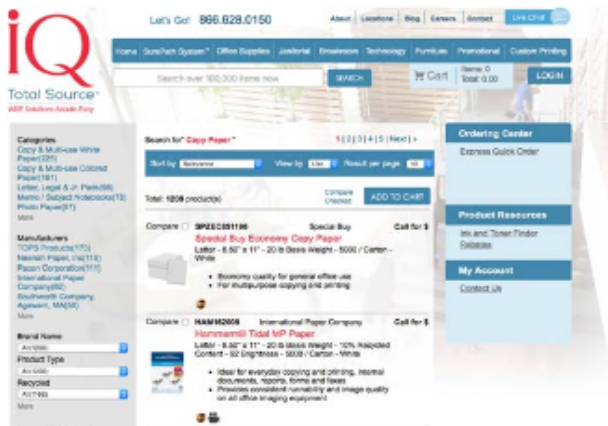
Customization in this instance refers to the system's ability to predefine a customer's allocation needs. "A lot of businesses spend time on the back end when invoices come in and an accounting person codes them to enter the invoices into their system," says Puccinelli.

Thalerus offers opportunities for triple cost allocations, he explains. For example, if a customer wants an invoice broken down by general ledger, then by location and then by department that can be accomplished. "We can provide them an invoice in a variety of creative ways," says Puccinelli, "based on the way we set up the system and how we train the customer to enter orders."

With details from the customer, IQ is able to input coding on the orders so that when the customer accounting group receives the invoice there's no need for manual input. "That saves time for our customers' accounting teams because we're able to do up-front what previously they could only do on the back end," adds Puccinelli. With the larger accounts that the company targets this kind of service is particularly relevant.

The customization ability extends to the Thalerus front end. IQ worked with a third-party marketing company to create the look of its web pages. "With investment on our end the Thalerus system allows us to keep the look and feel of the site whether you browse around or log in as a customer," explains Puccinelli. "You never really know that you are moving between Wordpress and Thalerus."

The back end of the Thalerus system also was customized to integrate with purchasing software from IQ customers. "The procurement software of larger enterprise accounts can integrate with the back end, so a customer can enter an order in its purchasing system that feeds directly into Thalerus," says Puccinelli.



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