

BeautyServ drives productivity for distributors

BeautyServ is cloud-based supply chain management software designed to increase



BeautyServ

productivity and profitability for wholesale and retail beauty supply distributors. It helps them operate more productively and profitably through its **BeautyServ Distribution Management Software** solution and services. Together, these provide distribution companies with the tools and information necessary to better manage their businesses.

Leading North American beauty distributors, including **A&A Beauty Supply, Economy Beauty Supply, Useful Salon Services, Can Rad, Summit Salons, Icon Salon Systems** and **D Styles**, are operating more productively by partnering with BeautyServ. **Beauty Industry Report** recently checked in with **Patrick J. McGovern**, president, to learn how his family-owned business is helping them succeed.

BIR: Welcome, Patrick. What's your company's story?

PM: QBC Systems, Inc. is a second-generation, family-owned business that was started by my father, **Pat Sr.** in 1978. I joined the business after college in the summer of 1994, starting in sales and marketing.

BIR: What is the business opportunity you offer our readers?

PM: BeautyServ offers complete control of your operations—Backoffice, Mobile Sales, Point of Sale, B2B—all completely integrated with real-time reporting. BeautyServ features:

- Deals/specials management
- Loyalty and gift card management
- Kit packing and unpacking
- Point-of-sale and in-house sales order entry, including input from lists
- Bar-coding and item alias management
- Handheld applications for receiving and physical inventory

- Advanced sales analysis, along with customizable reporting and forms
- A mobile sales order entry module for iPads and cell phones
- A cloud-based application that's accessible from any web browser.

Together with the implementation, training and support services that we offer, we are confident that BeautyServ will not only improve your day-to-day operations, but it will increase your margins and profitability by providing greater operational clarity.

BIR: With all of the platforms available today, what differentiates BeautyServ?

PM: We are a small business that acts as or complements our customers' IT departments. Over the past 10 years, technology has changed the way people do business and access information. Our customers' salespeople can place orders from their phones or tablets. They have websites that allow customers to place orders 24/7. Managers can get sales reports directly on their phones with the press of a button. Moving our software to the cloud has allowed for us to develop the software tools that allow all of this to happen.

To differentiate ourselves, we provide five pillars of success.

1. Cloud-based computing. This is important because it requires only an internet connection or browser. All locations and products work seamlessly together, and your information is backed up in multiple secure locations.

2. Back-office automation controls order entry, inventory management and replenishment, as well as accounting, general ledger and resource planning.

3. Mobile applications empower sales reps

with on-site order entry, giving the rep more time to promote new products and open new accounts.

4. B2B Web Commerce 24/7 lets your customers order 24/7 when they

have time to shop on a clean, modern web interface for B2B e-commerce.

5. On-demand reporting lets you obtain real-time reports on any device for immediate, up-to-the-minute sales figures from anywhere.

BIR: How is it working in the real world?

PM: As just one example, a Northeast based-customer of ours has grown from 3 to 10 stores. In addition, they have geared their sales reps with iPads and they have real-time mobile order entry for 14 sales reps. It used to take 2 to 3 days to process a field order. Now, using our platform, those orders produce a pick ticket in the warehouse, resulting in same-day order fulfillment.

BIR: What are your plans for 2019?

PM: We continue to add features and functionality to our software, based on end-user feedback and requirements. This summer, we are releasing a new version of our software, which will have a whole new look and feel, and we are actively looking for new customers who want to strengthen their business and use our software tools as a means of enhancing their customer service.

BIR: Where do you see the future of our rapidly changing industry going? How will that change how the industry does business?

PM: Our customers understand that they need to offer the same customer service, shipping, ease of shopping and product availability as Amazon and other e-tailers provide. Our software products will enhance our clients' customer relationships and ensure they have the capabilities to do just that.

For more information about BeautyServ, reach Patrick J. McGovern, president, at 716-691-5201 or patrick@qbc.com. Visit www.qbc.com.