

## Business Profile

### Company:

Optikrock & Melody Wholesale  
([www.optikrock.com](http://www.optikrock.com))  
([www.melodywholesale.com](http://www.melodywholesale.com))

### Industry:

E-Commerce, Wholesale

### Location:

Sacramento, CA

## Highlighted Capabilities

**Product:** Premier Edition

**Multiple Sales Channels:**

**WebStore:**

E-Commerce, Wholesale

**eBay Auctions**

**Inventory:**

Custom Attributes, Auto Browse By

**QuickBooks:** Import & Export

## Challenges

- Product Catalog - Many custom attributes and search options
- Inventory Management across three sales channels
- Pricing Management across channels
- Order Management & Fulfillment
- CRM Automation

## Solution

- Optikrock and Melody deployed AGILIRON Premier Edition
- WebStore(s), eBay Integration, CRM, Accounting and Order Management Modules
- Import of data from existing solutions

## Results

- Single integrated solution for managing all the front-office and back-office functions - total visibility into business from anywhere
- All Sales Channels Integrated - auto-inventory management and synchronization across all channels
- Significant cost savings in time and personnel for managing operations



## Customer Success Story

*"Agiliron integrates with Quickbooks, keeps customer and vendor lists, purchase and sales histories, incorporates multiple pricing scenarios and much more. And I'm optimistic about Agiliron's plans for increasing number of e-commerce channels."*

*- Mike Farrace, Owner  
Optikrock and Melody Wholesale*



## Introduction & Business Description

Mike Farrace worked for almost 30 years at Tower Records as a VP publishing magazines and establishing Tower's digital and direct-to-consumer divisions. When the record business and Tower started to falter, a turnaround CEO let go of most of the executive staff. "I have been a near-compulsive collector for most of my life. So I decided to be a contrarian and put my love and knowledge of musical 'stuff' to work sourcing things that couldn't be digitized -- signed and numbered fine art prints, limited edition silkscreens, clothing and other collectibles for wholesale to terrestrial stores. Solid, beautiful and mostly handmade things with tactile appeal."

Armed with a merchandising and packaging system and a selection of more than 1000 art and collectible product titles, including art merchandise by R. Crumb, Arminski, Coop, Kozik, Mouse, Moscoso, Emek and many others, he distributed to music retailers large and small. Tower, Virgin and Hastings were among the large accounts providing the lion's share of revenue. But the music business continued to shift away from pre-recorded discs so dramatically that many stores could not adapt. So, to diversify the business, Mike created OptikRock.com, a direct-to-consumer website which added a much needed revenue stream to his existing Wholesale distribution business. He also started business as OptikRock on eBay and revenues rebounded.



## Business Process Flow



## Business Profile

**Address:**  
3670 Fair Oaks Blvd.  
Sacramento, CA 95864  
**Phone:**  
916.485.8302  
**Website:**  
[www.optikrock.com](http://www.optikrock.com)  
[www.melodywholesale.com](http://www.melodywholesale.com)  
**Industry:**  
E-Commerce, Wholesale  
**Location:**  
Sacramento, CA  
**Staff:**  
Two  
**Business:**  
Music Art and Memorabilia

## Quote

*"We needed a way to track inventory no matter where we were selling it. Agiliron back office was the first one I found which managed inventory across popular platforms like eBay but which also integrated with non-ProStore websites. It also integrated with Quickbooks, keeps customer and vendor lists, purchase and sales histories, incorporated multiple pricing scenarios and much more. And I'm optimistic about Agiliron's plans for integrating increasing number of e-commerce channels."*

*- Mike Farrace, Owner  
Optikrock & Melody Wholesale*

## Additional Customer Success Stories

**Visit Web Site:**  
[www.agiliron.com/customers](http://www.agiliron.com/customers)

## For More Information

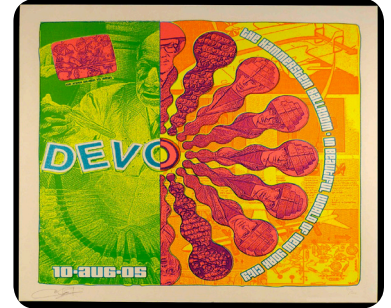
**Address:**  
10940 SW Barnes, Ste. 217  
Portland, OR 97225  
**Phone:**  
1.855.AGILIRON - 1.855.244.5476  
**Email:**  
[info@agiliron.com](mailto:info@agiliron.com)  
**Web Site:**  
[www.agiliron.com](http://www.agiliron.com)



## Customer Success Story

### Challenges and Pain Points

- Product Catalog - With art and music memorabilia, it is important to be able to define many custom attributes that our customers might search by to find what they are looking for - this could be by performer, illustrator, label, year, autographs, location, printing method etc.
- Inventory Management - Three different sales platforms meant inventory disappearing into three different sales channels. It was becoming difficult to keep on top of stock, and tracking it was taking up an increasingly large amount of time. Since the items being sold are collectibles with limited inventory, the eBay listings had to be managed conservatively.
- Dynamic Pricing Management - With eBay being a dynamic marketplace, the ability to list products with different pricing and manage that automatically thru the back office solution is critical to track this information over time and support a consistent way to approach this.
- Support for Sales thru Consumer WebStore, Wholesale (B2B) Store and eBay Auctions - Sales thru these various channels requires visibility - it was very inefficient to take and process orders and have visibility into the state of the business at any point in time.
- CRM Automation, Order management, Fulfillment and Accounting Integration to QuickBooks are some of the other business processes that needed to be addressed to streamline operations.



### AGILIRON Solution and Business Results

#### Edition, Users & Roles

- Edition: Premier Edition
- Users: Owner

#### Migration of Existing Solutions

- Import of product, inventory and customer data
- QuickBooks

#### Challenges Addressed & Results

- All Sales Channels Integrated
  - B2C WebStore, B2B WebStore, eBay
  - Auto-inventory management and channel sync
  - Centralized Order Management across all channels
  - Centralized Order Fulfillment for all channels
- Product and Inventory Management across multiple channels
  - Custom Attributes created for Products to capture their unique characteristics
  - Real-time access to stock data as well as attributes
  - Automatic Browse By Capabilities in the WebStores to allow customers to search by custom attributes
- Customer Relationship Management (CRM)
  - Single customer database of customers from all channels
  - Filters for email marketing

#### Impact on Business

- Single Integrated Solution for managing all the Sales channels, Back-office and Front-office
- Significant cost savings in time and personnel for managing operations
- Total visibility into business from anywhere

#### Adoption & Deployment Timelines

- Due to the devastating fire in 2009, the implementation was delayed by a year to August 2009

