



## THE BACKGROUND

As a jeweler, Robin Weber notices details, from the intricate design of a Swiss timepiece to a tiny imperfection in a diamond. So, when he started thinking about opening a retail business, he quickly saw an opportunity in the jewelry market. There was a niche between cheap, flea market finds and expensive, luxury pieces that was not being filled. Weber's idea was simple: sell jewelry that is beautiful, made to last, and affordable.

In 2004 Weber opened BillyTheTree Jewelry, selling unique, high-quality jewelry, watches and sunglasses. Today the company offers over 40,000 items, priced mostly from \$20 to \$900.

## THE CHALLENGE

As the business expanded and more online orders rolled in, it didn't take long for Weber to realize that he needed to find a shipping solution that would help staff get orders out the door quickly and efficiently. He needed a flexible, easy-to-use, multi-carrier platform that also integrated with popular marketplaces like eBay and Amazon, to manage his shipping process. In December 2012, after researching his options, Weber chose ShipWorks.



## THE SOLUTION

The BillyTheTree team appreciates that with ShipWorks they can import orders from any marketplace or shopping cart, saving them from having to copy and paste information from orders to create a shipment. ShipWorks supports all the major carriers, which means the team can compare shipping rates and services,

Get your free 30-day trial at [www.shipworks.com](http://www.shipworks.com)

print discounted shipping labels and send detailed tracking information to their customers, helping to keep them informed of the status of their order. And, because of ShipWorks' customizability it's easy for them to find and process all of their shipments.

As sales grew internationally, ShipWorks was able to help there as well. ShipWorks automatically generates all required forms and documentation for the destination country, based on the shipping information imported from the marketplace or store. This saves Weber and team the hassle of having to know which customs forms to use, creating commercial invoices and other complex and time-consuming international shipping documentation.

---

“THERE ARE SO MANY CHALLENGES TO RUNNING YOUR OWN BUSINESS. IT WOULD ALMOST BE MORE FUN TO BE A SWORD SWALLOWER OR FIGHT LIONS IN THE KENYAN JUNGLE.”

---

*- Robin Weber from BillyTheTree Jewelry*

As business expanded, BillyTheTree experienced growing pains around its order and inventory management process. In 2013 Weber was still manually managing product, order and inventory information using multiple systems, and it was becoming a nightmare. After thoroughly evaluating multiple solutions, Weber chose SalesWarp, a product/inventory management tool and order management system that allows him to handle all back-office operations, including orders, customers and purchasing from a single platform. And, because ShipWorks offered an FTP integration option, SalesWarp was able to rapidly build a connection between the two platforms, so he and his team didn't have to spend valuable time learning how to use a new shipping solution.

## CONCLUSION

Like many growing e-commerce businesses, BillyTheTree found they needed third-party tools that could help them become more efficient, keep up with orders and provide a great customer experience. For their shipping needs they found that ShipWorks fit the bill perfectly – not only because ShipWorks' easy-to-use and highly customizable solution made shipping faster and easier, but also because it is seamlessly integrated with SalesWarp, which meant one less thing for BillyTheTree to worry about. ShipWorks is the most flexible, most powerful way to import, manage, ship and track your online orders. With over 80 integrations, ShipWorks can automate your shipping process, providing users with many ways to integrate or push data into the application.

Get your free 30-day trial at [www.shipworks.com](http://www.shipworks.com)