



Outdoor Apparel and Home Décor Retailer Grows Revenue with eCommerce Integration

Overview

Country or Region: United States

Industry: Retail

Customer Profile

The Rugged Mill is an outdoor specialty retailer that features quality apparel brands with a unique blend of home goods including wool throws, quilts, pillows, ornaments, signs, and much more. Based out of New Hampshire, the Rugged Mill is independently owned and operated by Matt and Carissa Fusco. With an inventory of over 2,000 items, the owner/operators of Rugged Mill manage their brick-and-mortar, website, and Amazon sales with pcAmerica's Cash Register Express POS software integrated with NitroSell's eCommerce solution.

The Problem

The Rugged Mill needed to find a new source of revenue to expand and sustain the business for the long-term. Owner Matt Fusco knew he needed a way to gain more visibility to make his store items available for purchase by a larger audience without creating the burden of maintaining multiple databases of inventory, customers, and sales.

Solution

The Rugged Mill chose to work with NitroSell to completely integrate an eCommerce solution into their existing POS system. The integration ultimately mapped and synchronized The Rugged Mill's POS inventory database with both the website (www.theruggedmill.com) and Amazon, allowing all sales and orders to be managed in one location with the store's POS. This allowed for real-time inventory updates and accurate availability to online customers.

Benefits

- Amazon.com, ecommerce webstore, and POS integration achieved in two months.
- Store's products are now available to a worldwide audience.
- Integration increased business's revenues.
- Online ecommerce systems and in-store POS system are synced as one, offering real-time updates for inventory, customers, and the sales database.

"I spent many hours working alongside with the Nitrosell team to map and configure our POS system to coincide with Amazon. Currently we have approx. 2000 items and counting. The Nitrosell team was terrific and very patient to work with."

— Matt Fusco, Owner, The Rugged Mill

The Rugged Mill was searching for a way to sustain their business long-term while making their products available to a wider audience. They already had their own website, but wanted a more efficient, sustainable way to sell their products online in a larger marketplace. Matt Fusco, owner of The Rugged Mill, turned to the NitroSell team to integrate their POS systems with NitroSell's Integrated eCommerce webstore. In just two months, NitroSell and Matt Fusco were able to go live with their products on NitroSell's integrated ecommerce platform **and** Amazon.com with full, in-store POS system integration. With NitroSell's help, The Rugged Mill now has a thriving presence as a seller on Amazon.com, thus creating another revenue source for the company.





For More Information

For more information about The Rugged Mill, call 1 (603) 356-0490 or visit the website at: www.theruggedmill.com.

For more information about NitroSell software and services, call:

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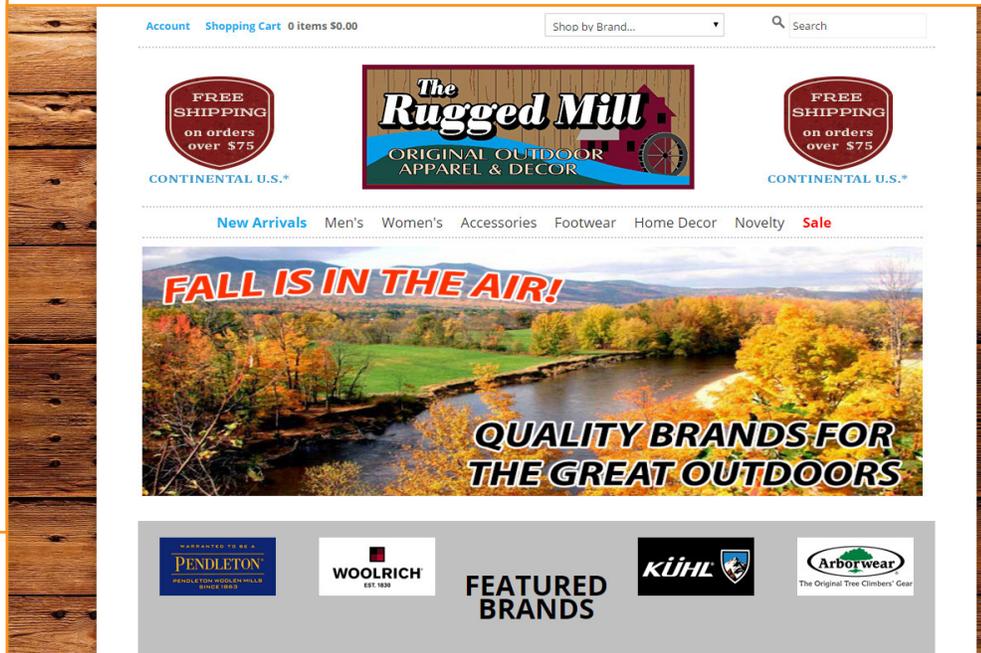
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The Rugged Mill can now manage and sync inventory with ease as their POS system updates inventory automatically when sales are made online or in their store.

Fusco says his business is selling more items and turning more products in a shorter amount of time than ever before. He estimates that if they continue to sell on their webstore and Amazon at their current pace, he will need to hire additional employees to handle the increased movement of product.



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Software and Services

- NitroSell's ecommerce integration for pcAmerica including NscSync and NscPAM
- NitroSell's integration for Amazon Services Seller Central
- NitroSell's full implementation services
- NitroSell's design services

