



Tui Lifestyle Case Study

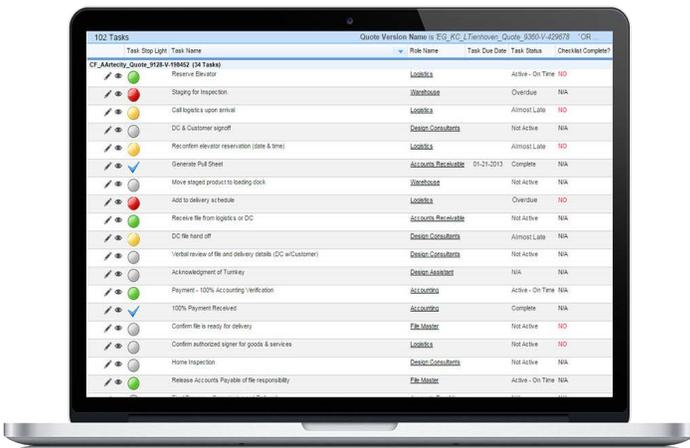
CLIENT CHALLENGE

Tui Lifestyle (TUI) is a high-end furniture retailer based in Miami, FL. The company was using a spreadsheet based system to manage its data, various operations systems, and a complex pricing system. The company offers complete collections of furniture that save its customers 20-40% when purchased as a collection, rather than individual pieces. While some customers purchased entire collections, most wanted to customize their order. Each order change meant certain discounts were applied or denied based on the changes to the collection.

Since the sales staff managed the order spreadsheets, the CFO personally reviewed each order for accuracy. This process became cumbersome and was prone to error.

MCFTECH SOLUTION

MCFTech began by creating a quoting tool using QuickBase. Tui Lifestyle's customers and sales staff could add or take away items from an order collection, and the order would automatically calculate the total. This was an immediate benefit to the company as it freed up the CFO and made the sales process faster and less confusing.



Eventually, the solution expanded to include accounting functions, iPad support, payments, cash applications, inventory control, and status tracking. These functions were tied directly to the inventory and accounting systems. For example, as soon as a payment of 50% or more was applied to an order, notifications and entries were sent to the accounting system to mark the items as reserved and to delete them from the available inventory.

A built-in task management component controls the warehouse and logistics system that drives the process from warehouse to the customer's home. That system includes integrated, event-based email, and text messaging for instant communication throughout the organization.

ABOUT TUI



Tui Lifestyle is a high-end furniture retailer based in Miami, Florida. The company was founded in 2008, with the simple goal of revolutionizing the way home furnishings are sold. Perceiving the need of developers to fill empty residential space, Tui Lifestyle created a business solution: high style, fully decorated, ore-packaged room settings, replete with luxury furniture, decorative accessories, and lifestyle amenities.

The company has one corporate location, two satellite showrooms, and three authorized dealers.

For more information visit their website at : www.tuilifestyle.com.





QuickBase mobile is clean, streamlined, and easy to use. Our logistics team has 7" tablets with quick links to their tasks for each furniture delivery. They pull one simple report that has only the exact information they need and are able to click one button, 'Quick Complete,' to mark the task as complete which sends appropriate notifications to every person in the process and advances the tasks!"

- Jason Atkins, President & CEO, TUI Lifestyle



The system grew so that the authorized dealers were able to use it for their own ordering process. Tui Lifestyle controls what dealers may order so the dealer interface reduced lost time and increased customer satisfaction, as only what could be ordered was visible.

MCFTech also built a web interface that securely connects referral partners with the select data in Tui Lifestyle's QuickBase system. The Realtor portal allows agents who refer business to easily submit leads, follow the status of previous referrals, and track commissions earned. Realtors can also update their profile and preferences through the portal and communicate directly with the Tui Lifestyle team.

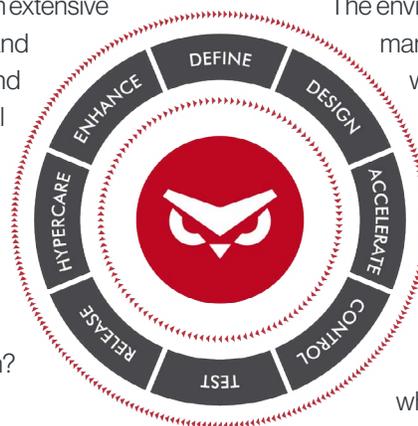
DocuSign was also integrated into the ordering system. The process is now paperless, quicker, and less costly than the previous hard copy paper trail. Tui Lifestyle immediately saw the value of their new ordering system. Over time, the company wanted to increase efficiencies and profitability in other areas of the business, made possible with the scalable solution from MCFTech. Tui Lifestyle's current solution includes more than 10 enhancements and runs over 9,000 actions each and every day.

ABOUT MCFTECH

MCF Technology Solutions delivers Services, Strategy, and Products to business customers worldwide. We focus on the successful development, deployment, and support of Business Applications for diverse teams. We believe the best solutions come from a sound business understanding and the thoughtful application of technology. Our Business-First approach ensures a high-level of collaboration with our clients and results that satisfy the organizational needs. As a modern, virtual company, MCFTech provides resources and services in the Americas, Europe, Africa, Asia, Australia, and the Middle East. Our global footprint includes deployments in more than twenty countries as well as systems that touch nearly every corner of the business world.

We utilize a proven methodology, dubbed "The MCF Way," which has led to hundreds of successful engagements. It is an iterative, customer-centered methodology based in extensive experience with leading software development, business process, and project management practices such as Lean, Six-Sigma, Agile, and PRINCE2®. This methodology allows our expert teams to deliver technical solutions to the world's top companies. We bring the best value to help our clients achieve flexibility, collaboration, and intelligence in adapting to a changing global marketplace.

We believe that the best solutions are born out of sound business understanding combined with the skilled application of technology. Why accept anything but exactly what you need from a software application? You shouldn't! Contact MCFTech today to find out more.



THE BENEFITS

Managing complex pricing models, discounts, inventory, and product forecasting is made simpler and in many cases is completely automated. The proper data is shared amongst all business modules and sales people have real-time access to what product is available, what is backordered, and how that impacts their sales cycle.

Behind the scenes intelligence alerts proper departments of potential inventory issues as they occur, enabling the business to be one step ahead.

The environment has also facilitated change management and growth exceptionally well, helping the organization pivot quickly.

All of this has ultimately lead to what is most important: more profitability, higher customer satisfaction and retention, streamlined operations and an unparalleled software application which will facilitate future growth.

