



## Delivering handmade furniture to his customers – with ease

For Andy Murray of 33 Wood Design, the recent interest in hand-made furniture has allowed him a rare privilege: to follow his passion and make a good living, too. The ability to market his products online has made it possible for Andy to reach customers in a way that he would never have been able to before.

### Challenge

Andy found the process of marketing and selling his products online took time away from his real love, woodworking. The many different applications he needed to manage and integrate as part of his marketing, selling and shipping procedures were not only complex but costly.

### Solution

System allowed Andy to simplify his processes and reduce the software needed to manage his business. With its integrated approach to everything from ordering and shipping, to marketing and business intelligence, Andy is spending a lot more time on his workbench.

According to Andy: “My favorite thing about System is that it allowed me to condense the six different



softwares I was using down to one. For me that was important as it allowed me to focus on the craft I like to do and not so much worry about the back office. It allowed me to feel very confident that everything was being taken care of from the beginning to the end and that the customers were happy.”

Andy also loved how simple System was to set up. He uses System to manage his website and all his social media channels. He found the UI very helpful, walking him through the various setup steps and the guiding him on what information he needed to supply and the entire process from beginning to end. He especially appreciated the support he received from the team at System.

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## System solution provided:

- Powerful all-in-one e-commerce solution
- Real-time data to drive decision making
- 360° of customer interactions with CRM
- More time back in the day to enjoy creating and developing products



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