



# success story: breathe yoga

(designed by Twin Advertising)

## QuickBooks Point of Sale and PDG Commerce® Relieves Stress for **breathe yoga**

Real-time Synchronization of E-commerce Storefront and Retail Point of Sale Solution Provides Merchant with Stress Free Web Store Management

## at a glance

### CUSTOMER:

breathe yoga,  
designed by Twin Advertising

### LOCATION:

Pittsford, New York

### INDUSTRY:

Specialty Retailer

### BUSINESS CHALLENGE:

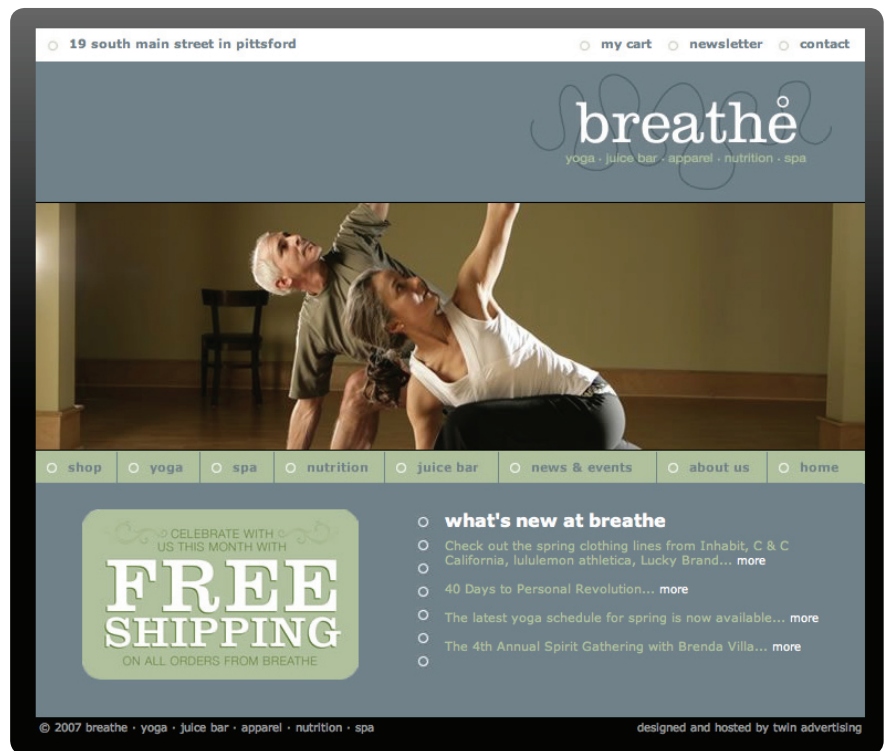
breathe needed a solution that would allow their online storefront to have the ability to interact with their existing brick and mortar retail store — and Twin Advertising helped them establish and build their current online site.

### SOLUTION:

Real-time synchronization of web storefront and brick and mortar store using QuickBooks Point of Sale and PDG Commerce.

### RESULTS:

Retail sales and web sales are communicated in real-time, ensuring accurate inventory levels, current pricing, and a streamlined fulfillment process.



“We needed a solution that would allow products within our physical store to be sold online with minimal effort and overhead. Combining QuickBooks Point of Sale with PDG Commerce provided just the solution we were looking for!”

**Cyndi Weis**, *Owner of breathe*

### CUSTOMER PROFILE:

As a family-owned yoga center, **breathe** has offered customers within their physical storefront a wide variety of yoga classes, health and retail products, and spa services since opening their doors in 2002.

As their business grew, **breathe** wanted to enhance their advertising and marketing efforts to improve upon their branding, including establishing an online presence. With many years of experience in interactive marketing and web-development, Twin Advertising was the perfect fit to help them bring their goals to fruition.



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## BUSINESS CHALLENGE:

As their business grew over the years, **breathe** realized their need to replace their traditional “pen and paper” system with one that would provide a streamlined process of performing day-to-day tasks. Processing in-store transactions, managing their financial systems and ultimately creating an online presence that would provide the same quality products and services that their local customers enjoyed to a worldwide customer audience was a daunting task...but one that had to be done in order to continue to grow their company and reach a larger audience.

## SOLUTION OVERVIEW:

Fortunately, as Twin Advertising was researching Point of Sale solutions that would serve **breathe's** in-store customers, they learned about PDG Software's e-commerce solution, PDG Commerce. As a Premier Member of Intuit's Developer Network for many years, PDG's solutions offered unparalleled compatibility with QuickBooks Point of Sale and made the process of selling their goods online simple, fast, and affordable.

## BUSINESS BENEFITS:

With PDG's open architecture, Twin Advertising was able to integrate PDG Commerce into the highly customized and branded website they had created for **breathe**. “The undertaking of launching in the store as well as online was no easy task. But PDG's robust software was able to make the process smooth, simple to integrate — and allowed us to design and showcase our vision for **breathe's** site,” said Andrew Fisher of Twin's Interactive Dept. With PDG Commerce's real-time synchronization with QuickBooks Point of Sale, **breathe** is able to maintain real-time inventory synchronization between their retail storefront and the PDG enabled website, manage products and pricing via a single interface that updates both in-store and web systems, and eliminate hours of unnecessary duplicate entry for web sales into their POS/accounting system — both of which save time and help avoid input errors.

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## FOR MORE INFORMATION, VISIT:

**PDG Software, Inc.**  
[www.pdgsoft.com](http://www.pdgsoft.com)

**breathe yoga**  
[www.breathe-yoga.com](http://www.breathe-yoga.com)

**Quick Books**  
[www.quickbooks.com](http://www.quickbooks.com)

**Twin Advertising**  
[www.twinadvertising.com](http://www.twinadvertising.com)

PDG Software's e-commerce applications and QuickBooks Point of Sale work together to help simplify your business management. Share product information, on-hand inventory levels, size/attribute selections, and all transaction information via fully-automated bi-directional synchronizations.

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**QuickBooks**