



*Webgility makes it easy for this innovative baby gear company to nurture sales and grow.*

## A Webgility Case Study

Nathan Day was walking hurriedly through the rain when the inspiration for LugBug suddenly hit him—and dislocated his shoulder. That’s when he realized that infant car seat handles are...less than optimally designed. “I was carrying my daughter in the seat, kind of hustling to get to a restaurant on the one day a year it rains in Arizona,” Day recounts. “So it was swinging a bit when it hit the back of my leg and dislocated my shoulder. I thought, *This is the worst design in the world.*” And so the idea for LugBug—an ergonomic handle that attaches to infant car seats to change the carrying position to one that’s much more natural and comfortable—was born.

## Business Overview

After patenting his invention, Day found his way to the industry-wide ABC Kids Expo in Las Vegas, where his new gadget attracted quite a bit of interest. “We had tons and tons of people coming by. I mean, all the big buyers—Nordstrom, Buy Buy Baby, Babies R Us, everybody. They all said, ‘This is the greatest product ever!’ So I got all these cards and contacts, and I thought, *Wow, maybe I should actually go into production and see if this thing will sell.*”

Several rocky months and a couple of manufacturers later, LugBug found its footing and started to gain momentum. After launching its own online store using Shopify, the company started selling its products on



**LugBug**  
Ergonomic baby carrier handles

**Founded:** 2015

**Challenge:** Manual data entry between Shopify, Amazon, eBay, and QuickBooks

**Solution:** Webgility

**Bonus:** Stellar customer service from Webgility

Amazon as well. “Right now, we’re focused on scaling,” says Day. “We just brought on two sales associates and a new marketing person, so we’re definitely moving forward.”

With respect to the various software platforms Day needs to run his business—everything from an online store to accounting and inventory-management apps—Day says, “My goal is to scale our sales using the fewest applications and processes as possible, which is why I chose Webgility. By connecting our apps and automating so many processes, Webgility lets us minimize the number of tasks and responsibilities on each employee’s plate.”

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*“Webgility will quickly pay for itself many times over vs. having to pay a skilled bookkeeper or accountant to come in and do it all again.”*

*—Nathan Day, Founder*

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## The Challenge

Day realized early on that he wanted a way to integrate his various business apps—and all the data they collect or generate. “I’m a big proponent of: if the data’s been created once, we shouldn’t have to create it again. Everything, from when the customer first types in their name, address, payment information—and all the rest that’s generated, like sales tax—all of that. If I have to rely on exporting to Excel and then properly merge all of that data into my QuickBooks Enterprise, that’s the first place things can go wrong. And I just feel that if it’s been done once, it should just move through the whole system without the need for human interaction.”

Searching for solutions to this integration challenge, Day ran into a few obstacles. “There’s not a lot of applications out there that interface with QuickBooks Enterprise. They mostly work with QuickBooks Online, which has fewer features. At LugBug, we use QuickBooks Enterprise, because it’s made to scale, with multi-channel inventory and multi-warehouse inventory capabilities,” says Day.

“So we considered moving everything to Xero or QuickBooks Online, but then I would have to pay for all these apps to do multi-channel selling and multi-warehousing capabilities, so it just turned into this big debacle.”

Having launched several new businesses, Day knew from experience the value of using the right tools from the start. “Using the right software from the beginning ends up being a lot more cost effective in the long run,” Day says. “Webgility will quickly pay for itself many times over, versus having all of our business data manually recreated later for the proper system—having to pay a skilled bookkeeper or accountant to come in and do it all again. With Webgility, it’s done right the first time, and I never have to worry about it.”

It wasn’t long after LugBug signed up with Webgility that Day really began to appreciate its many benefits. “I especially welcomed having better insights into my business performance,” says Day. With Webgility’s dashboard, I can quickly and easily dig into



## The Solution

various business metrics—for example, my return ratio on Amazon versus my return ratio on Shopify. Before Webgility, I'd have to export the reports out of Amazon and Shopify, merge those reports into a specific format, then use a tool—again, that I'd have to pay for—to upload it all into QuickBooks Enterprise. So having data like that available at a moment's notice is key.

"We've already brought our order-processing time to under 23 minutes—from the time somebody places an order to it getting picked, packed, and shipped," says Day. "We're now building our momentum, launching advertisements and different sales channels, and then ultimately moving into some of the big box stores. And Webgility's been a big part of that. It's a simple program, but it's robust in its features and covers all the grounds that you need it to."

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*"Webgility's customer support is the most amazing customer support I've ever had."*

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On the occasions when Day needs some extra help with his software settings, he's found it very easy. "Webgility's customer support is the most amazing customer support I've ever had. Every time I've had an issue, they stay on top of it until it gets resolved."

[Start a free trial of Webgility.](#)



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