



LANCASTER ARCHERY SUPPLY HITS THE BULLSEYE WITH INORDER.

InOrder enterprise management software from Morse Data is a great fit for Lancaster Archery Supply in Lancaster, Pennsylvania. With their focus on multi-channel merchants, InOrder connects all the different order taking channels into a single database that delivers real-time inventory updates, as well as information to and from every department so that everyone stays connected.

Lancaster Archery is the largest archery products distributor in the United States with worldwide distribution. Lancaster Archery also has one of the largest pro shops in the country. They sell products through their store, catalog, phone orders and online.

Eric Eschbach, Operations and Project Manager said, “We were looking for software that could manage our inventory and keep it up to date, moment by moment. Additionally we have a retail store, catalog, and website. Orders come in through all these channels so we needed software to work through all of them – and handle direct marketing. InOrder is able to do that.”

Lancaster Archery did a complete technology upgrade with InOrder including a new operating system, hardware and software. Eric described it as, “Quite a revolution. We took the roughest road we could and we’ve been selling pretty smoothly for the past year. I feel Morse Data was really responsive during the implementation. When I gave them a call – and there were times I called almost in a panic – I’d say, ‘I’ve got this issue right now,’ and they would respond immediately. They don’t put you in a queue and say they’ll call you back. When we’ve had problems, they’ve cleared their deck, and focused on our problem.”

Running the Accounts Receivable, Accounts Payable, Purchase Order, Contact Manager, Point-of-Sale, and Marketing modules, Lancaster Archery is now able to take advantage of the depth of InOrder options. “We are beginning to realize InOrder’s potential and how it can help us grow and keep track of things – like promotions and promotional codes – we never really did that before. Now we can see where our marketing is most effective. There are a ton of options under each module – it’s amazing.”

InOrder’s complete end-to-end solution has a wealth of options that supports continued growth. And the combination of ease-of-use and Morse Data’s uncompromising support make InOrder the perfect partner for Lancaster Archery Supply.

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