



**HANDSHAKE**

STEPHANIE DYMENT

CASE STUDY

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# A Seamless Integration Between Xero and Handshake

Handshake's off-the-shelf Xero integration helps one stationery brand run their business more efficiently.

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# Handshake's critical role in both front-end sales and back-end order processing.

Working with brands like Hartley & Marks, U.K.-based Ashley Leatherland is an independent sales representative for some of the top stationery and gift companies in the world. As an independent rep, he began utilizing Handshake's mobile sales order management software to replace paper order forms and streamline his own sales process across multiple manufacturers.

So when he and his wife founded their own stationery brand and needed a simple, easy-to-use order management solution that would integrate with their Xero accounting software, they knew where to turn. Handshake now helps Leatherland run his own independent rep business, as well as Stephanie Dymont, the greeting card publishing house he and his wife started.

## One Solution, from Rep to Business Owner

For years, Leatherland has been in the stationery and gift business as an independent sales rep. In the past, Leatherland would write all of his orders using paper order forms or type customer information, SKUs, and quantities into the Notes app on his iPhone. He would then have to go back to his desk, re-enter all the order details into the computer, and email confirmations to clients for processing.

Working with several different brands at once, these manual order writing and submission methods proved too cumbersome and time consuming for Leatherland, who began looking for alternatives.

The search led him to Handshake, an order management platform that provides access to all of his brands' catalogs, customer information, and a simple order writing interface on both his iPhone and iPad. Completed orders can then be emailed both to the retailer and Leatherland's clients for order processing.

"Since I've had Handshake, taking an order is so quick. Customers are really impressed by the fact that it's all electronic and that they get an email confirmation right away. I'll be standing in the shop, and

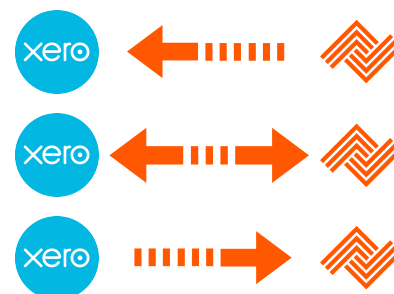


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*When we found out that Handshake could integrate with Xero, we thought it was too good to be true.*

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Ashley Leatherland  
Co-Founder, Stephanie Dymont



# An integration with Xero that's off-the-shelf and ready to go.

they can't believe that the order is already there in their inbox," says Leatherland.

Recently, Leatherland and his wife, award-winning British designer Stephanie Leatherland, began bringing their own designs to market, which won accolades at The Henries Awards in London. Based in Buckinghamshire, their new company, Stephanie Dymment, also uses Handshake to write and process orders.

## A Seamless Integration with Xero

To run Stephanie Dymment, the Leatherlands use Xero, cloud-based accounting software used by small and medium businesses around the world. For Leatherland, the cloud-based approach was critical. "We can be anywhere and still use Xero. Even if we're away from the office, we can still carry on working," he says. "So when we found out that Handshake could integrate with Xero, we thought it was too good to be true."

Leatherland was quick to begin the integration process, working with Handshake Implementations Architect Cristina Flaschen to configure how orders would transfer from Handshake to Xero. Leatherland could specify, for instance, how and when new customer contact information in Handshake would be synced with their Xero database and what status a Handshake order had to be in (confirmed, processing, completed, etc.) before syncing with Xero.

According to Leatherland, "I've spoken to many IT companies who've said that integration projects like this can take up to a year, but the entire process has just been brilliant and seamless."

## Growing with Handshake

As Stephanie Dymment continues to grow, Leatherland has already seen the positive impact the Handshake-Xero integration has had on the business. "We put every single order through Handshake, and that



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Co-Founder, Stephanie Dymment

# Promoting efficiency and helping your business scale.

order goes straight into Xero--and out to the warehouse for shipping. No one has to waste time keying in the order,” says Leatherland.

Leatherland has also found Handshake especially useful at trade shows like Top Drawer in London. “When we’d go to a show, my wife--who’d never used Handshake before--could put orders in and found the app very simple to use.”

The company can then send out branded order confirmations--with product codes and images that let customers know exactly what they’ve purchased. Poised to expand the Stephanie Dyment brand into more retail stores across the country, the Leatherlands have the solid technical foundation they need to scale their business into the future.

Many Xero users are taking advantage of Handshake’s seamless, off-the-shelf Xero integration. If you’re interested in knowing more about how Handshake can integrate with Xero or any other accounting or ERP system, contact us today.

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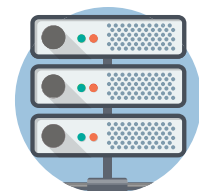
## The Handshake-Xero Integration: How It Works



Handshake  
Mobile Order Writing App



Handshake  
Order Admin Website



Xero