



All-Star Baseball's mission is to *inspire and mentor young athletes to become successful individuals – one game, one lesson at a time.*

All-Star Baseball Academy (ALL-STAR) saves 15-20 hours per week in data entry time with InterWeave's Salesforce/QuickBooks integration, allowing staff to devote more time to young athletes achieve their potential.

With limited resources, All-Star Baseball (All-Star) relies heavily on InterWeave's Solutions to integrate their Salesforce with six (6) QuickBooks files in real-time. Less errors and greater operational efficiency means they focus on the business of creating great athletes.

"As we grew and extended our business offerings, we also add more QuickBooks files. Managing these became an operational nightmare," stated Dan Blake, Operations Manager at ASBA. "We needed a more robust, integration solution that met our needs."

Salesforce/QuickBooks Integration

As All-Star built out their Salesforce, they realized they needed integration between the two programs to avoid duplicate data entry and achieve a high level of efficiency. "I wanted to input in one place and have it seamlessly appear in another," stated Blake. "Someone I spoke to about Salesforce recommended InterWeave as a reliable integration solution."

Blake contacted Bruce Magown, CEO at InterWeave Smart Solutions. "He certainly knew what he was talking about and wanted to meet our needs," stated Blake. "The cost seemed reasonable and I trusted the recommendation and staff Bruce had on his team."

The implementation took time; we were integrating six QuickBooks Company files with our Salesforce. "They worked with us to create a configuration between these two applications that was exactly tailored to our work flow and business process – and this supports six QuickBooks files simultaneously" explained Blake. "As with any solution, attention to detail provides the best result. This team is focused on delivering the correct Solution to the customer regardless of how many rounds of adjustments were required."

The InterWeave integration runs smoothly at regular intervals to transfer new contacts and payments. "It continues to reduce my time spend on admin," stated Blake. "InterWeave has a very competent staff ready to assist us, but I manage and monitor the integration on my own."

In 2016, with a recommendation from InterWeave, All-Star switched from the QRemote connector to the QODBC Enterprise Connector. The results were excellent. Processing is more reliable, faster, and is saves us money. "Every dollar counts for All-Star," stated Blake."

Responsive Support

Support is excellent and fast. "If you do need them the response is fairly immediate," explained Blake. And, they certainly know their job." InterWeave's CEO is also quite accessible. "Bruce is very professional and responsive!" continued Blake. "I get an immediate response from him, all the time."

Saves 15-20 Hours per Week

Blake does the majority of the management and monitoring of this InterWeave Integration Solution. "The integration has automated many manual steps related to data all All-Star. I now spend one quarter of my I used to dedicate to these applications" stated Blake. "Without InterWeave that time would double, adding 15-20 hours per week. Time that I don't have!"

Efficiency and Confidence

All-Star's business runs year round but there are particularly heavy times during each season. "I couldn't imagine how we'd be able to handle the workload without InterWeave unless we hired more admin staff," related Blake. "That's not what we need. Every dollar we save on operations can be spent on supporting young athletes honing their craft."

All-Star Baseball Academy now processes an increasing number of athletes with maximum efficiency. "There are days I can get quite a few subscriptions," explained Blake. "Once it gets into Salesforce I know it's taken care of."

"For us, watching our players grow and acquire new skills is what it is all about" summarized Blake.

Customer: All-Star Baseball Academy

Website: www.allstarbaseballacademy.com

Location: West Chester, PA

Industry: Athletic Training

Partner: InterWeave Smart Solutions

Website: www.interweave.biz

As they grow, the efficiency of InterWeave's cloud-based Salesforce/QuickBooks integration allows ALL-STAR to continue their mission without the expense of hiring additional staff.

"I couldn't imagine how we'd be able to handle the workload without InterWeave unless we hired more staff. That's not what we need. Every dollar we save on operations can be spent on supporting young athletes strengthen their skills and improving the baseball training experience."

Profile

All-Star Baseball Academy (ASBA), the Delaware Valley's largest organization for developing young athletes through mentoring, instruction and competition, was founded in 1998 by John Stefanik and Mike Manning, who opened the first facility (12,500 square feet) in Broomall, Pennsylvania. After a successful five-year run in Broomall, ASBA opened the doors to its second location in West Chester, PA during 2003. The West Chester location was the first and largest indoor facility in the tri-county area with a full size playing field. The ensuing year, ASBA added another facility under its umbrella with the acquisition of a sports facility in Downingtown, PA.

In 2008, ASBA expanded once again and opened its fourth facility in Warminster-Hatboro. During that same year, ASBA relocated its Downingtown location to a larger facility. Since 2008, the growth of ASBA has been rapid, and in late 2011, the growth prompted the organization to open its first facility in New Jersey - welcoming its new Cherry Hill location.