



With Fishbowl Inventory, businesses can solve inventory needs without leaving the QuickBooks platform.

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### Company Information:

**Company:** Fishbowl Inventory  
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**Website:** [www.fishbowlinventory.com](http://www.fishbowlinventory.com)  
**Hours & Time Zone:** 8-5 MST  
**Established:** 2001 **IDN Membership:** Premier 2003  
**QuickBooks Integration:** Yes  
**Integration with other software:** No

### An Interview With

### *Fishbowl Inventory*

"With all the changes and enhancements in the world of QuickBooks this year, I thought I'd take a minute to update my list of "[awesome add-ons...](http://www.sleeter.com/articles/1133221095)" (see <http://www.sleeter.com/articles/1133221095> )

Doug Sleeter, Founder and President, The Sleeter Group, Inc.

### *At a Glance:*

- **Operations:** Sales Orders, Purchase Orders, Bills-of-Materials and more.
- **Inventory Control:** Parts, Products, Vendors, Reorder Alerts and more
- **Business Management:** Reports, Cost Analysis, Sales History and more.

### Why was Fishbowl Inventory developed?

**Fishbowl Inventory** was originally designed as stand alone software to provide enhanced inventory control capabilities to manufacturers, wholesalers, distributors and retailers. In 2003, Fishbowl joined the IDN and is now able to add features and functionalities to complement QuickBooks. The goal now is to keep QuickBooks customers happy, who would have otherwise gone elsewhere, and to attract new clientele to QuickBooks.

With Fishbowl Inventory, businesses can solve inventory needs without leaving the QuickBooks platform.

### Who is Your Target Market and Why?

**Fishbowl Inventory** focuses on providing enhanced inventory control capabilities to manufacturers, wholesalers, distributors, and retailers who are using QuickBooks. QuickBooks is the standard in small to medium sized business accounting but has not had the inventory control capabilities that many of these businesses need. With the addition of Fishbowl these businesses can now stay with QuickBooks.

### How does Fishbowl Inventory Work?

**Fishbowl Inventory** is a two-part application: the Client and the Server. The Fishbowl Client is the user interface, loaded on your multiple workstations. The Fishbowl Server installs once, typically on your network server, and communicates, in real time, with the Fishbowl Client via the network connection. Additionally, Fishbowl uses a SQL database.

### Who is your competition and how does Fishbowl Inventory differ?

**Fishbowl Inventory** competes against hundreds of inventory solutions designed to interface with QuickBooks products. However, Fishbowl Inventory surpasses the competition by excelling in three major arenas: User-interface, transparency of inventory detail, and most importantly QuickBooks integration. Exhibiting exceptional distinction in these arenas, Fishbowl Inventory raises QuickBooks users' expectations to higher levels of data accessibility and convenience.

### QuickBooks Integration:

During the initial configuration, QuickBooks exports all of the company, vendor, customer information, and item list directly into Fishbowl. From this point on, Fishbowl continually updates QuickBooks' ledger by transferring all inventory transactional detail to the respective charts of accounts. During an export from Fishbowl to QuickBooks, fulfilled Sales Orders post as Invoices and fulfilled Purchase Orders post as vendor bills. All manufacturing adjustments transfer as well as asset, COGS, and income account adjustments. Fishbowl will export all customer and vendor changes to QuickBooks necessary to complete invoicing and bill paying.

### Installation & Setup:

**Fishbowl Inventory** prides itself on having a very quick learning curve. In fact, one of the most popular qualities is its user interface. Implementation time is significantly reduced with our intuitive GUI. Instead of concentrating on learning new software, more focus can be given to vital issues such as data migration and improving process flow. For additional inventory detail, Fishbowl offers a wide variety of imports which streamline implementation.

### Demonstrations & Trials

**Fishbowl Inventory** offers a free 14-day trial version available directly from the website, [www.fishbowlinventory.com](http://www.fishbowlinventory.com). Fishbowl also offers free, live, online demonstrations which can be requested directly from the company's website. Demonstrations are conducted at the most convenient time for the potential client and can be broadcast over multiple locations. Demonstrations are performed to address the particular needs of the respective businesses, the duration of which will last anywhere from 30-90 minutes.

### Pricing, Support, Enhancements & Updates:

Every purchase of Fishbowl Inventory includes one year of maintenance and support. This gives customers unlimited email support, incident based phone support, free updates and new releases for the first year, and live web-based training. Updates are released periodically and offer a variety of requested customer enhancements. Customer feedback is an integral part of Fishbowl's evolution and plays largely into what features make it into the application.



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*How can Fishbowl Inventory help Advisors with their clients?*

Fishbowl Inventory is not designed to replace QuickBooks, but to rather enhance it. Fishbowl can help minimize file size growth in the QuickBooks database, prevent unnecessary access to the QuickBooks financials, and eliminates double entry between programs. Fishbowl wants to give your clients better control and more accessibility to their inventory. Overall, the application eliminates excessive bookkeeping throughout the course of a fiscal year.

Closing – What is the most important point you would like to make?

Fishbowl Inventory concentrates on giving advanced inventory control to QuickBooks users. This allows businesses to continue QuickBooks use further into company growth and, attracts larger companies to QuickBooks who may have otherwise looked elsewhere. As such, Fishbowl Inventory stands poised to present enhanced inventory control to QuickBooks users.