

# IDVILLE

GRAND RAPIDS, MI | IDVILLE.COM

## The Company

Based in Grand Rapids, MI, IDville offers a variety of identification products and solutions that ensure ultimate safety and security. From ID printers to supplies and accessories, IDville is a comprehensive, full-service provider that meets the identification needs of businesses working in healthcare, government, education, and more.

## The Challenge

Before implementing Cavallo's Order Intelligence solutions into its order process with Microsoft Dynamics GP, IDville underwent significant changes. Over three months, the company transitioned to a new facility, sales team, operations, and warehouse space—and it needed an accessible, easy-to-integrate ERP solution that could be up and running quickly to support its needs for tax compliance and workflow automation.

IDville was tired of manual processes that wasted valuable time and energy—like manually printing batches of pack slips. Time-saving workflows that ensured order accuracy were necessary to achieve maximum profitability and productivity without adding headcount. "Our question was: how can we make this process the fewest clicks possible?" said Ryan Lawrence, Warehouse Manager at IDville.

Reporting on sales tax while ensuring compliance was another highly manual, time-consuming process. "I need to know the compliance is going to be there, and I'm not going to be hit with fees," said IDville CEO Bob Malinowski.



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Ryan Lawrence, Warehouse Manager, IDville

Customer service was also a priority, as previous tax solutions lacked the accessibility of talking to real people to get issues fixed promptly, which caused more profit-draining delays in the order process.

## The Solution

IDville implemented SalesPad –part of Cavallo’s Order Intelligence platform—to achieve ultimate order accuracy with AI-powered inventory management that helps optimize warehouse workflows, improve pick accuracy, and reduce fulfillment errors. “One of the greatest things about SalesPad is inventory transparency,” said Lawrence. “We can guarantee that 99.9% of our orders go out with the exact quantity and item they need.”

The ability to enforce custom business rules has allowed the IDville team to catch bad orders before they go out, proactively protecting margins against erosion and keeping customers happy with a consistent and reliable order process.

In addition to leveraging the benefits of automation on the shop floor, IDville was able to streamline its operational tax needs by utilizing the Avalara integration within SalesPad by Cavallo. By significantly reducing paperwork and managing sales tax reporting with AI-powered solutions from Cavallo + Avalara, IDville was able to streamline its process and ensure 100% tax compliance without adding staff. “Implementing Avalara was very easy,” said Milanowski. “We would have had to hire at least one person if we were to do all of our own sales tax reporting.”



Milanowski said that the customer service for their tax operations has also met their needs and prevented further delays. “If something’s not working right, you call them, they walk you through it, and you fix things. With previous providers, you could not talk to an existing person.”

“We’ve had a 4% increase in topline gross profit. We’re having a better year with less people.”

Bob Milanowski, CEO, IDville